



Personal Touch Advertising

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FOR IMMEDIATE RELEASE

Local Promotional Company Launches New Website

November 16, 2004 – Hegins, PA – Personal Touch Advertising of Hegins, PA located in Southwestern Schuylkill County, announced the launch of their new website – www.personaltouchadvertising.com. The site was designed by the local multi-media firm, CrossRoads Multi-Media of Pottsville, PA.

Personal Touch Advertising's new website features pictures and information about their business in particularly their focus on custom embroidery and promotional items which can feature business logos and taglines. "Our business motto is 'Your Company's Logo Is Our Business'," explained Terri Kimmel, owner of Personal Touch Advertising. "This website really allows us to exemplify that motto. We have samples of a wide variety of promotional items which visitors to the site can click on and enlarge to get a better view or idea for their own projects."

Personal Touch Advertising also works with schools and organizations for fundraising ideas. The website allows organizations and school to view past work done by Personal Touch in successful fundraising events, as well as different ideas for sports team uniforms, jackets and other wearables.

"We also decided to add small movie clips of the embroidery machines in action," Liana Evans, president of CrossRoads Multi-Media, pointed out. "You can click on the link and actually see Personal Touch's machines working on two different pieces for their clients. It really adds a unique touch to the website."

The new website features searchable catalogs for both promotional items and various ideas for clothing that can be used in screen printing or custom embroidery. Monthly specials are now being featured on the website. As new promotions become available, Personal Touch plans to feature these promotions to the visitors of their website.

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About Personal Touch Advertising

Personal Touch Advertising is a small business based out of Hegins, Pennsylvania that specializes in promotional items, custom embroidery and screen printing. Personal Touch specializes in making logos stand out on specialized marketing pieces. Personal Touch has access to hundreds of catalogs for logo ideas, as well as printing ideas for business cards, stationary and invitations. For more information about CrossRoads Multi-Media, please contact Terri Kimmel at 570-682-3254 or visit www.personaltouchadvertising.com

About CrossRoads Multi-Media

CrossRoads Multi-Media is a new company located in the Pottsville Schuylkill Technology Incubator, in Pottsville. The focus on their business and services centers on combining technology and marketing. Search engine optimization, 1 minute business cards, website creation and technical consulting are just a few of the services that CrossRoads Multi-Media specializes in. For more information about CrossRoads Multi-Media, please contact Liana Evans at 570-590-5763 or visit www.crossroadsmultimedia.com.