



IMMEDIATE RELEASE

**RENOWNED ADVERTISING EXPERTS AND AUTHORS,
MICHAEL CORBETT AND DAVID STILLI,
TO VISIT GREENSBORO**

GREENSBORO, NC (September 10, 2008) Michael Corbett and David Stilli, authors of the acclaimed book on small business marketing, "The 33 Ruthless Rules of Advertising," will be in Greensboro for a book signing next Thursday, September 18th. Their appearance is made possible by Raleigh-based Curtis Media Group. The company owns 600/1200 WSJS, NewsTalk 1230 WMFR, FM Talk 101.1 WZTK and Oldies & Beach 920AM WPCM in the Triad and has retained the services of Corbett and Stilli to support their local customers in maximizing their advertising investment.

"Michael Corbett and Dave Stilli are recognized nationwide for their successful work with thousands of local entrepreneurs," said Curtis Media President Phil Zachary. "They have an uncanny ability to evaluate almost any retail or service business and make recommendations for growth regardless of the competitive landscape. We felt local business owners here in the Triad could particularly benefit from their expertise." The two authors will appear at Barnes & Noble Booksellers, The Friendly Center, 3102 Northline Avenue in Greensboro between 4:00 and 6:00PM.

Michael Corbett says "When you follow the rules you get consistent success with your advertising. I've spent five decades learning what the rules to advertising success are, and the result is chronicled in The 33 Ruthless Rules of Local Advertising. My business partner and contributing author Dave Stilli and I love talking shop so bring your questions and concerns and we'll bring our experience." Corbett and Stilli promise to remain on site until all books are signed and all questions answered. The date again is Thursday, September 18th.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with nineteen radio stations reaching more than one-million weekly listeners in The Triad, The Triangle and Eastern North Carolina. In addition, CMG operates the Triangle Traffic Network, Cupid.com, TriangleHelpWanted.com, TriangleTrader.com, the Southern Farm Network and State Government Radio.com.

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