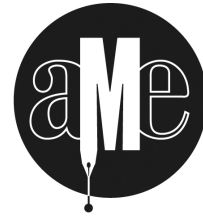


Media Contact
Penny Sansevieri
penny@amarketingexpert.com
(212) 810-6988

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SEO Expert Susan Gilbert to Lead Author Marketing Experts' Internet Division

*Gilbert brings high-end strategies and innovative search engine marketing
to Authors and Publishers*

NEW YORK, NEW YORK – Susan Gilbert, internationally recognized search engine optimization expert, has joined Author Marketing Experts, Inc. (AME, www.amarketingexpert.com) to lead its flagship Internet Marketing Division. Ms. Gilbert, considered one of the country's top Search Engine Optimization and Search Engine Marketing Experts, brings her years of Internet marketing and optimization experience to AME and its authors.

AME is a leading international book marketing firm that pioneered using the Internet to promote its authors and their books. AME uses social networking sites to drive traffic to authors' websites. Ms. Gilbert brings search engine optimization techniques to AME. Together, this combines highly optimized feeder websites with AME's techniques to put its authors on the worldwide web.

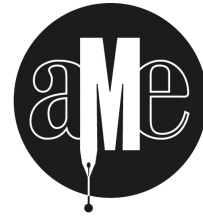
"The Internet continually changes and AME's vision is to drive change so our Internet marketing programs are always fresh, exciting and what's more, effective. Ms. Gilbert is a terrific addition to our team, especially given her accomplishments and her extensive SEO knowledge," says Penny C. Sansevieri, AME's CEO and author of *Red Hot Internet Publicity* (Morgan James, 2007).

Ms. Sansevieri and Ms. Gilbert have already designed new plans at AME that use a multi-layered mindset of Web 2.0 marketing.

Says Ms. Gilbert: "Highly focused, organic traffic from relative communities is just the first wave of the future for marketing online. If you aren't leveraging the power of Web 2.0 social networking you are missing out on how to turn peer platforms into

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customer funnels. Social networks now make up the backbone of the entire Web 2.0 stratosphere for reaching specific marketplaces.”

“With every author jumping online to promote his or her book, the Internet is fast becoming saturated with more messages than people have time to sift through and that’s the primary reason AME continually creates new programs that bypass the message clutter, directly reach the readers and drive readers to its authors,” notes Ms. Sansevieri.

About Author Marketing Experts, Inc.: AME, founded by Penny C. Sansevieri, is a full service marketing and publicity firm that has been specializing in Internet marketing and publicity since 2003. AME created The Virtual Author Tour™ that specifically promotes authors on the worldwide web through social networking sites, blogs, ezines, and relevant and genre-specific websites to drive an author’s message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. For more information, visit www.amarketingexpert.com.

About Susan Gilbert: Ms. Gilbert, an internationally recognized Search Engine Optimization expert, owns Joomla Jump (www.joomlajump.com), a Web 2.0 based company that specializes in Joomla-based websites and marketing tools.

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