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LAKE-EFFECT MARKETING NAMES POLASEK PARTNER

NORTHVILLE, Mich., June 5, 2007— Lake-Effect Marketing has named Tracy Polasek as partner, John Polasek, Partner announced today.

In this new role, she will lead strategic planning, internal and external communications, sales management, market research, advertising and public relations for the marketing services firm that serves customers in Ann Arbor, metropolitan Detroit and other locations. Prior to joining Lake-Effect Marketing, she was Vice President, Marketing, for Michigan Heritage Bank.

Polasek also served as segmentation and analytics manager in the Marketing Strategy Department for Ford Motor Company. She also held marketing research manager and product marketing manager spots for the automaker.

“With her marketing skills, Tracy will help us reach new customers. She has experience with automotive, non-profits and financial institutions,” Polasek said. “We are also adding exciting new internet marketing services including website development and Tracy will help lead that charge. Her skills in website design and Search Engine Optimization (SEO) will help us particularly with local small and medium-sized businesses.”

During her career, she has worked in marketing positions for Oakwood Healthcare System, Catherine McAuley Health System (currently Trinity Health) and Michigan National Bank (currently LaSalle Bank).

She holds an MBA degree in marketing from Michigan State University and a bachelor's degree in communication and psychology from the University of Michigan. Polasek is a member of the American Marketing Association and the American Banking Association Marketing Network.

Polasek is a resident of Northville.

About Lake-Effect Marketing

Lake-Effect Marketing, a privately held firm, provides marketing strategy, advertising and internet marketing. Established in April 2007, it serves Michigan-based businesses. It strives to provide full-coverage marketing solutions while helping clients improve work-life balance. For more information, or to schedule an interview with Tracy Polasek, please contact Tracy directly at 248-974-7768, visit Lake-EffectMarketing.com or email Tracy at tpolasek@Lake-EffectMarketing.com.

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