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LAKE-EFFECT MARKETING PROMOTES POLASEK TO PRESIDENT

NORTHVILLE, Mich., October 10, 2007— Lake-Effect Marketing has promoted Tracy Polasek to President, John Polasek, Partner, announced today.

Polasek leads strategic planning, communications, sales, 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.

“Tracy has won new business in several industries including professional services, financial services and manufacturing,” Polasek said. “Her skills in marketing strategy, website development Search Engine Optimization (SEO) are key to our growth.”

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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