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FOR IMMEDIATE RELEASE

Phoenix-Based Agency E.B. Lane Secures Three New Digital Accounts

PHOENIX (March 10, 2011) – E.B. Lane announces the addition of three digital clients, Pantheon Enterprises, Inc., Pink Jeep Tours and Valley Anesthesiology Consultants.

Approaching 50 years in business, the firm has experienced a more than 37 percent growth in the past year.

“E.B. Lane’s digital practice makes up 30 percent or more of our revenues,” said Beau Lane, CEO, E.B. Lane. “Digital is something we’re thinking about every day as we continue to infuse the digital discipline into everything we do.”

The digital strategy team at E.B. Lane is partnering with Pantheon Enterprises, Inc., a Phoenix-based industrial chemical development company that produces non-toxic chemicals. E.B. Lane will be tasked with designing and executing new web sites for the company’s Pre-Kote surface pre-treatment and M-Pro 7 gun cleaning product lines. E.B. Lane also will execute paid and organic search campaigns for Pantheon.

E.B. Lane is engaged with Pink Jeep Tours to bolster the company’s online presence with the most progressive technology. Offering luxury small group experiences that are unique to off-road vehicle tours in Arizona and Nevada, Pink Jeep Tours will utilize E.B. Lane to increase website traffic and tour reservations by strengthening its online connection with consumers.

Phoenix-based Valley Anesthesiology Consultants, one of the nation’s premier anesthesia and pain management providers, has hired E.B. Lane to design and execute three new

websites for their anesthesiologist, pain consultant and foundation services. The new websites will raise awareness of the company's anesthesia and pain management services among patients and physicians.

About E.B. Lane:

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$75 million. Clients include the Arizona Cardinals, Arizona Lottery, Arizona Super Bowl Host Committee, Cable One Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theaters, Muscular Dystrophy Association (MDA), NYPD Pizza, Phoenix Convention Center, St. Joseph's Hospital Foundation, Tropicana Las Vegas, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.

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