



## netSpray Launches Spotlight Portfolios

*netSpray launches a service that specializes in promoting 'YOU', as an individual or group through unique Social Ad and Social Media Marketing tools. netSpray utilizes Web Pages and patent-pending intelligent ad widgets to promote and distribute your online portfolio across Social Media networks and the Internet.*

AUSTIN, TX – December 15, 2009 netSpray ([www.netspray.com](http://www.netspray.com)) is excited to announce the launch of their newest Social Media services offering specializing in the promotion of 'YOU' as an individual or group, *Spotlight Portfolios* ([www.spotlightportfolios.com](http://www.spotlightportfolios.com)). *Spotlight Portfolios'* creative team will serve an array of clients including: professional and amateur athletes, motorsports teams, musicians, job seekers, models, actors, academics, philanthropists and many others.

Online exposure and connectivity to social networks is being sought more than ever before. Industry research indicates that promotions utilizing Social Media attracts more views, generates more interest and increases revenue and donations. Social Media and Internet marketing trends continue to challenge and change the way 'YOU' market yourself, either as an individual or group. *Spotlight Portfolios* is a creative outlet for you to increase your communications through innovative Social Media tools, techniques and services. "At netSpray, we understand the emerging, evolving Social Media space and we help 'YOU' to understand the positive effects of Social Media Marketing. This is what inspired us at netSpray to launch our full-service offering, *Spotlight Portfolios*," says Jennifer Victorian, Director of Marketing at netSpray.

At *Spotlight Portfolios*, our specialty is to 'keep YOU in the spotlight' by engaging 2-way communications and Social Media promotions. Our Social Media tools and techniques allow you to connect with others to gain representation, donations through fundraising, speaking engagements, clinics, e-shop marketplace, advertising, sponsorship, endorsement and media opportunities. *Spotlight Portfolios* even allows you to promote your accomplishments and expertise as a professional seeking a job or purely networking possibilities in any industry.

Joe Nehila, netSpray's Director of Sports Business Development says, "I'm extremely excited to be a part of the netSpray team and the launch of *Spotlight Portfolios*. We have had an overwhelming response in the professional and amateur sports divisions and have so much in the works already. This is going to be a truly successful Social Media services offering that benefits almost everyone."

Rick Hogan, VP and Co-Founder of netSpray states, "Through netSpray's most recent *Spotlight Portfolios'* partnerships with Performance Motorsports Marketing ([www.inthepitsracing.com](http://www.inthepitsracing.com)) and PB Marketing Agency/Stand Out Management Group ([www.pbmarketingagency.com](http://www.pbmarketingagency.com)), who also specialize in both professional and amateur sports, we believe we have found a unique niche to help men and women golfers and motorsports enthusiasts get the exposure needed to excel in not only their sport but in the real world."

### **About netSpray**

netSpray is a Social Ad Marketing (SAM) provider who helps individuals and businesses transform the merchandising of their products and services through online ads across Social Media, e-commerce and classified ad marketplaces. They also help non-profit and for-profit organizations gain efficiencies and grow through application of the latest cost-effective Social Media tools and technologies. For more information, please visit [www.netspray.com](http://www.netspray.com) or [www.spotlightportfolios.com](http://www.spotlightportfolios.com).

netSpray's intelligent ad widgets are created once and distributed across Social Media networks, whether on a blog, a forum, an email, a social network or a classified ad marketplace. You could benefit from the use of these proprietary and transportable ad widgets, which are centrally managed through the netSpray Ad Management Panel (AMP). The AMP allows sellers to dynamically update ads for products, services



and general content sharing across the Internet in real time. The result is painless execution of changes and faster time to revenue.

**About Performance Motorsports Marketing**

Performance Motorsports Marketing develops marketing and public relations programs for organizations with the desire to be involved in the world of motorsports. Programs include auto racing activities with speedways, race teams and the radio show 'In The Pits – racing radio' on 106.7 WJFK. 'In The Pits' is about to enter its 9<sup>th</sup> year of broadcasting and covers all forms of motorsports worldwide. To learn more about Performance Motorsports Marketing and 'In The Pits – racing radio' please visit [www.inthepitsracing.com](http://www.inthepitsracing.com).

**About PB Marketing Agency/Stand Out Management Group**

Stand Out Management Group with PB Marketing Agency, International Golf Strategic Solutions and Lynne Palazzi Coaching is an international full-service company specializing in making you Stand Out. Their expertise in Marketing and Image Building, Athlete representation, Event Promotions, Leadership & Career Coaching through Social Media Marketing, based on more than 20 years. They serve athletes, entrepreneurs, job seekers, sponsors and several others to raise awareness of your product, services, and most importantly, YOU. For more information please visit [www.pbmarketingagency.com](http://www.pbmarketingagency.com).

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