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FOR IMMEDIATE RELEASE

Capitol PhotoInteractive announces 30th Anniversary Celebration on October 12th with an Invitation for the Business Community to Hear Tips and Strategies from the Identity and Branding Expert Bill Schley.

Fairfield, Connecticut, October 1, 2006---*Author and national speaker Bill Schley to speak at 30th Anniversary Celebration for Capitol Photo Interactive.*---Capitol PhotoInteractive, a full service digital photography and web studio, is celebrating 30th years of service to the business community of Fairfield County. This celebration is being launched with a featured author and speaker Bill Schley. Schley is the author of the branding and identity book, *Why Johnny Can't Brand: Rediscovering the lost Art of the Big Idea*. Bill Schley is a popular speaker and regular guest on national television and radio programs focused on branding and communications.

Bill Schley will be speaking to the business community on October 12, 2006 from 6:00PM- 7:30 PM at the studio of Capitol PhotoInteractive.

The studio is located at 1300 Post Road in Fairfield, Connecticut.

This invitation is open to marketing professionals, entrepreneurs and business owners. Schley will be providing tips and strategies on identity and branding for individuals and business. Attendees are invited to listen and learn as Schley shares the essentials of the successful branding process covered in Schley's book, *Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea*.

Since *Why Johnny Can't Brand* was published by Penguin in 2005, Schley has appeared nationally on *CNBC's Street Signs*, *News 12 Network's 12 On the Money*, and *CNN Money Online*; and is a regular guest on nationally syndicated radio programs, including Alan Rothman's *Business of Success Radio* and Jim Blasingame's *Business Advocates*. Schley recently completed a corporate road show speaking at the headquarters of brand giants *Microsoft* and *Starbucks*.

"We are excited and thrilled to have Bill Schley speak in our studio. Our goal for this event is to provide the attendees tips and strategies to help their own ventures and plans to grow their businesses. The business community of Fairfield County has been a tremendous community to serve for the past 30 years. We are hosting this event to give back to the businesses and to kick off our next 30," said Regina Madwed, owner of Capitol PhotoInteractive.

Attendance at this event is open to the community and you can reserve your seat now by calling the studio at 203-255-4002 or by sending an email to info@capitolphotointeractive.com

About Capitol PhotoInteractive:

Capitol PhotoInteractive is a full service professional photography and digital studio founded in Bridgeport, Connecticut in 1976 by the late Steven Madwed. Capitol offers expertise in product and industrial photography, professional portrait packages, digital media creation, web design, and print and multimedia presentation development. For more information on the products and services provided by Capitol Photo Interactive you can visit their web site at www.capitolphotointeractive.com or contact the studio at 203-255-4002.

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