



**FOR IMMEDIATE RELEASE**

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**ECCOLO MEDIA CERTIFIED AS A WOMEN'S BUSINESS ENTERPRISE  
National Certification Follows Rigorous Qualifying Process**

**San Francisco, CA – April 1, 2008 – Eccolo Media, Inc.**, a marketing communications firm specializing in collateral development and Web 2.0 content strategy for technology companies, has received national certification as a Women's Business Enterprise by ASTRA Women's Business Alliance, a regional certifying partner of the Women's Business Enterprise National Council (WBENC). The certification process was completed in March.

"This certification enables us to be of value to client companies that have diversity requirements for hiring suppliers and vendors," says Lorie Loe, Eccolo Media's president. "It also acknowledges our status as a woman-owned business with a significant and documented history."

WBENC's national standard of certification implemented by ASTRA Women's Business Alliance is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

**About Eccolo Media, Inc.**

Eccolo Media, Inc. is a marketing communications agency that specializes in content and collateral development for technology companies, offering industry leadership in understanding and creating content that leverages both traditional and new media channels. To learn more about Eccolo Media, please visit [www.eccolomedia.com](http://www.eccolomedia.com).

**About WBENC**

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.

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