



NEWS

FOR IMMEDIATE RELEASE

Estey-Hoover Advertising Is Tapped By ObesityHelp.com To Help People "Learn, Share & Connect"

Newport Beach, CA (June 2009) – Estey-Hoover Advertising and PR of Newport Beach has launched an ongoing marketing campaign for ObesityHelp.com. The Irvine-based company serves the obese community with an expansive website that offers free membership and a subscription based bi-monthly OH Magazine. Nearly 600,000 people around the world have become members on the ObesityHelp.com website seeking a solution to their weight loss problems. Estey-Hoover has been entrusted to help spread the word and increase membership in the support organization and social/educational network site where members can browse or interact on topics such as: types of weight loss surgery, nutrition, exercise, emotional eating issues, plastic surgery options and more.

Estey-Hoover has teamed with ObesityHelp in the past, and now has been brought on to build the company brand and publicize their regional events being held around the country. These events provide a centralized location for information seekers, patients, healthcare professionals, product vendors and ObesityHelp.com members to gather. The overall campaign by Estey-Hoover consists of regional PR across America, plus radio and television commercials (including media creative and placement) targeted to the metropolitan areas where the events are being held. Upcoming events, dubbed "Learn, Share & Connect with ObesityHelp.com", will be held in Chicago, Seattle, New York, Atlanta and Orange County. Estey-Hoover is now in its 35th year as an Orange County based full-service advertising and PR agency.

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