



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Cincinnati-based Advanced Insulation & Energy Technologies Chooses Search Engine Experts to Manage its Pay-Per-Click Advertising

CINCINNATI, OH – September 1, 2009 – Search Engine Experts LLC, a leading provider of Search Engine Optimization (SEO) services, today announced that Advanced Insulation & Energy Technologies, a Cincinnati-based provider of environmentally GREEN blown-in cellulose insulation for attics and walls of existing homes as well energy efficient windows and siding, selected Search Engine Experts to manage its pay-per-click online advertising campaigns.

With a focus on exceptional customer service and “giving more than is expected,” Advanced Insulation & Energy Technologies faces ever-growing competition in the area’s home energy enhancement industries. Turning to pay-per-click online advertising, the company chose Search Engine Experts, resulting in a marketing effort based on in-depth keyword research and effective strategies that maximize its web presence but minimize cost.

“Knowing the importance of effectively implementing a pay-per-click advertising effort, we realized the necessity of gaining an experienced, proven professional to research, deploy and maintain a successful and cost-effective program,” said Mark Schirmer at Advanced Insulation & Energy Technologies. “Not only do we now see great return on our advertising investment, but we also see the tremendous value of our investment in Search Engine Experts. The results speak for themselves.”

“Pay-per-click online advertising can make an enormous difference in a company’s number of incoming leads. However, if a pay-per-click campaign is poorly managed, its results can be negligible,” said Ken Saunders, President of Search Engine Experts. “We’re pleased to provide Advanced Insulation & Energy Technologies with a well researched and highly optimized service that is making dramatic improvements in results and positions the web as one of the company’s most valued advertising tools.”

About Search Engines Experts LLC

Search Engine Experts LLC is Cincinnati’s leading provider of Search Engine Optimization (SEO) and Pay-Per-Click (PPC) services. Led by Kenneth E. Saunders, the region’s only certified search engine marketing strategist, Search Engine Experts offers all sizes of businesses the opportunity to dramatically increase their rankings and visibility on the world’s most important search engines – providing unmatched awareness and increased revenues. Through clear strategy and technical ability, Saunders’ team of optimization experts stands as the answer to the often daunting tasks surrounding true website optimization. For more information, visit www.SearchEngineExpertsLLC.com.

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