



*Satellite Connectivity, Coast-to-Coast*

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**ADVANTAGE BROADCAST SOLUTIONS DELIVERS  
HIGHER QUALITY, COST EFFICIENT, GREEN MEETINGS**

*Companies can improve broadcast quality and reduce carbon footprint  
at one-third traditional cost*

**Parsippany, NJ, September 2009** -- Whether it's to educate, train, launch, motivate, announce or reward, the need to gather people together is ever-present. In this challenging economy and amid green business mandates, satellite meetings are a viable alternative to meeting in person. And, one New Jersey company has announced that it can now deliver professional satellite meetings at one-third of yesterday's price.

Advantage Broadcast Solutions, a select satellite division of Event Support Services (ESSRx), in partnership with Keystone Enterprise Services and the National Basketball Association Studio, offers high definition broadcasts in suites within well-appointed private dining rooms at over 100 Ruth's Chris Steak House and Mitchell's Fish Market restaurants across the country.

“Our complete cost is thousands less than is charged by top competitors,” said Doug Mack, President of ESSRx. “In fact, based on a 100-venue broadcast, savings exceed \$200,000. This is especially good news in today’s economy.”

Combining the incomparable, personalized service and signature menu of premier restaurants with the know-how of the audiovisual and satellite industry leader allows companies to warmly welcome and engage large and select audiences from across the country with key messages. Most importantly, companies using the service will create a state-of-the art broadcast while realizing many cost efficiencies and reducing their carbon footprint.

“Through broadcast events, companies can professionally communicate with target audiences while reducing travel expenses and, with economics what they are, this is important,” said Brenda Leopardi, Director, Special Events, Advantage Broadcast Solutions. “Each of our programs is expertly managed by one of our experienced Executive Producers (EP). The EP manages all the elements associated with a complete state-of-the-art studio production and professional broadcast. All the technical and moving parts of pre-production, production and post-production are seamlessly coordinated and proficiently executed, delivering a turn-key solution to clients.”

Advantage Broadcast Solutions’ clear competitive advantages over other industry leaders are its leading edge broadcast product and broadcast flexibility. Rather than the staid broadcast of presenters behind a desk, which

is typical of today's satellite meeting productions, Advantage Broadcast Solutions' broadcasts can feature multiple stages and allow key opinion leaders to present standing or sitting. Innovations also allow Advantage Broadcast Solutions to feature live studio audiences, animation, and eye-catching graphics of quality equal to those used by today's leading networks.

“And, rather than offer one solution, Advantage Broadcast Solutions offers a menu of broadcast solutions,” said Mack. “We can handle a client's entire broadcast, or blend the client's current capabilities with our own. If, for instance, a client has a studio and director, we'll utilize those resources. Our goal is to provide professional high definition broadcasting at a sophisticated venue and allow this to fit in a cost efficient way with each client's in-house expertise.”

The high definition suites at select Ruth's Chris Steak House and Mitchell's Fish Market locations each feature a digital, 16.9 high-definition projection system; satellite reception in certified high-definition format geared for live, interactive sessions; and the restaurants' premier menu and outstanding service.

For more information, visit [essrx.com](http://essrx.com).