

**FOR IMMEDIATE RELEASE**

**S.I.R. Marketing Communications, Inc. Selected as  
Agency of Record for New York Institute of Photography**

*Agency poised to help world's oldest and largest photography school celebrate 100 years  
of top-notch education*

**Northport, NY (November 6, 2009)** – S.I.R. Marketing Communications, Inc. ([www.sironline.com](http://www.sironline.com)) announced today that they have been selected the Public Relations agency of record for the New York Institute of Photography ([www.ny100years.com](http://www.ny100years.com)).

“It’s especially humbling to work with New York Institute of Photography on the eve of their centennial celebration,” said Steven I. Rosenbaum, president of S.I.R. Marketing Communications, Inc. “For 100 years, NYIP has helped to set the standard for high quality photographic education. Countless generations of photographers, both professional and amateur, have turned to the New York Institute of Photography as the leading source for photography education.”

“2010 represents a once-in-a-lifetime opportunity for NYIP to expand beyond its day-to-day role as photo-educators to reflect on all of the many thousands of students – past and present – that make this milestone so special,” said Chuck DeLaney, Director of the New York Institute of Photography. “I can think of no other agency that is better qualified to help us with this important task than S.I.R. Marketing Communications.”

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical writing, to trade shows and special events, as well as social media and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with many of the world's leading photographic, digital-imaging and high tech writers and influential bloggers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

As Public Relations specialists in the photographic and high tech digital imaging fields, S.I.R. Marketing Communications’ client roster includes multinational corporations offering a variety of products, technologies and services to the consumer, professional and business-to-business imaging markets. For nearly 12 years, S.I.R. Marketing Communications has launched highly successful PR campaigns for leading high tech companies in the imaging industry.

S.I.R. Marketing Communication, Inc.’s current clients in the imaging industry include AsukaBook, ExposureManager, JOBO AG, Kubota Image Tools, Lensbaby, Marketing Essentials International, Nik Software, Inc. and the Wedding & Portrait Photographers International (WPPI).

Past clients include Minolta Corporation, Konica Minolta Photo Imaging, Applied Science Fiction, DxO Labs, Foveon, Simple Star, Phanfare, onOne Software, Photographic Research Organization (PRO), Photo Marketing Association International (PMAI), Smartparts, and Indigo.

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**About NYIP**

The New York Institute of Photography is the world's oldest and largest photography school. Established in 1910, NYIP has grown to become the premier provider of distance photography training, educating more than 20,000 students in the U.S. and more than 50 countries abroad at any given time.

NYIP offers three multi-media home study courses in [Professional Photography](#), [Digital Photography: Photoshop® for Photographers](#) and [NYI Short Course: Fundamentals of Digital Photography](#). These courses combine the convenience of at-home study with state-of-the-art photography training for everyone from new photo enthusiasts to emerging professional photographers. Every course includes printed lessons, supplemented with audio commentary and video demonstrations. Every NYI student gets a personal advisor and custom critiques.

**About S.I.R. Marketing Communications, Inc.**

Headquartered in Northport, NY, on Long Island's North Shore, S.I.R. Marketing Communications, Inc. is a leading Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields. Providing clients with the big agency experience and small agency attention, S.I.R. Marketing Communications also utilizes a common sense approach to building cost-effective programs to fit almost any budget.

The Agency was founded in 1998 by Steven I. Rosenbaum. This veteran photographer, journalist and Public Relations executive with 25+ years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities. For more information visit: [www.sironline.com](http://www.sironline.com).

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