

FOR IMMEDIATE RELEASE

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for xTrain.com

Northport, NY (November 5, 2007) – S.I.R. Marketing Communications, Inc. (www.sironline.com), a Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields, announced today that they have been selected the agency of record for xTrain.com (www.xtrain.com), the leader in on-line video training for media, arts, and design.

S.I.R. Marketing Communications was chosen by xTrain™ because of its knowledge and experience across a broad spectrum of high tech topics including the latest digital imaging hardware, software and advances in desktop/Internet publishing technologies.

“xTrain marks the spot where high-end video production combines with the world’s best instructors to create Web 2.0 training at its best,” said Steven I Rosenbaum, president of S.I.R. Marketing Communications, Inc. “We are delighted to work with xTrain especially as they re-define the standard for online video training.”

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical audiences, to trade shows and special events, as well as CD- and DVD-ROM and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with the world's leading photographic, digital-imaging and high tech writers. 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. S.I.R. Marketing Communication’s current clients include DxO Labs, JOBO AG, Kubota Image Tools, Lensbabies LLC, Nik Software, Inc., onOne Software and xTrain. For nearly ten years, S.I.R. Marketing Communications has launched highly successful PR campaigns for other leading high tech companies in the imaging industry including Konica Minolta Photo Imaging, Minolta Corporation, Applied Science Fiction, Foveon, Simple Star, Photographic Research Organization (PRO), Smartparts, Inc., Phanfare, Inc., Photo Marketing Association International (PMA) and Indigo.

About xTrain

xTrain provides the world's premiere on-line training experience. The xTrain on-line training library appeals to a wide segment of the desktop publishing and digital imaging marketplace, from digital professionals to students, hobbyists, and Fortune 1000 companies. The growing on-line video training library utilizes industry-leading instructors, authors, and experts. For more information, visit www.xtrain.com . For information on xTrain’s affiliate companies, visit Splash

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Media <http://www.splashmedia.com> and TSTN <http://www.tstn.com>.

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 our 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 more than 20 years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities.

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