

NEWS RELEASE

FOSTER MARKETING HOLDS LAGCOE PARTY AT LITE

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LAFAYETTE (Nov. 8) – Foster Marketing Communications helped kick off the 2007 Louisiana Gulf Cost Oil Exposition (LAGCOE) on Oct. 22 with its fourth LAGCOE party, which was held at the Louisiana Immersive Technologies Enterprise (LITE) high-tech facility.

More than 100 clients, prospective clients, vendors and members of the media attended the night of live music, food and drink as well as tours of LITE's facilities.

The LITE facility is a unique data visualization and supercomputing center that provides some of the most advanced 3-D visualization technology in the world.

"We wanted to have our party at a place that was meaningful to the city of Lafayette," said Jamie Efurd, Foster Marketing's marketing director and coordinator of the event, "and what better place than LITE, which is such a unique and special feature of the community."

This year's LAGCOE party was also special to Foster Marketing, because it was the first time the event was held since 2003. LAGCOE was cancelled in 2005 because of hurricanes Katrina and Rita.

Foster Marketing Communications is a 27-year-old business-to-business advertising, marketing and public relations firm serving the

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oil and gas industry internationally. Foster Marketing is based in Lafayette with offices in Houston and Dallas/Fort Worth.

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