



FOR IMMEDIATE RELEASE

Store America and Ottovonmo Productions Harness the Power of Social Networking

Syracuse, NY (January 26, 2010) - Ottovonmo Productions brings inanimate objects to life in a newly released video for Store America. The video, entitled “Be Nice to Your Stuff” highlights Store America’s many self storage locations, as well as the cleanliness and security of each facility. The story, told through the eyes of the ‘stuff’ inside of a storage unit, was written by Mark Eischen, of Ottovonmo, who provides the majority of the voices as well. “By giving each character a distinct personality from a nervous vacuum cleaner to a laid back lava lamp to an overconfident pair of Austrian skis, we found a more entertaining way to convey the same message usually expressed in a voiceover. We believe the result is something you’ll want to pass along to your friends and co-workers.”

John Brod, owner of Store-America has replaced a traditional media buy with a focus on viral marketing. Ottovonmo is on the cutting edge of “New Media”, utilizing social networking sites to broaden exposure and increase traffic to their clients’ web sites. Bret Moses, owner of Ottovonmo; “As the lines blur between TV and Internet, online video is becoming more integral in our Client’s marketing plans. Facebook, Twitter, YouTube and Digg, to name only a few, provide huge audiences, on their timetable, in a setting where they are comfortable. We tell our clients that if they are not yet allocating resources to reach these new markets... They had better start.”

About Store America

Store America is a locally owned and operated self storage company with 8 locations throughout Central New York. Each location employs a full time staff and state of the art security. To view the video visit www.store-america.com

About Ottovonmo Productions Inc.

Ottovonmo Productions Inc. is a technology based video production agency that specializes in the creation of traditional and innovative media for local, national and international businesses. They specialize in broadcast commercials, infomercials, and corporate videos for sales, marketing, and training.

The agency leverages the latest technology to deliver high production value with scale to accommodate small to large business marketing and advertising budgets. Ottovonmo Productions Inc. is headquartered in New York and serves clients throughout the United States.

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