

CONTACTS:

Rita Gallagher, Travelers Marketing, (781) 237-7020
Leigh Ann Ambrosi, Sterling Publishing, (646) 688-2503
Cindy Polo-Serantes, Miami-Dade Expressway Authority, (305) 637-3277

SAVE MONEY...AND LOSE WEIGHT

Sterling Publishing and Travelers Marketing Coordinate a Multi-City Free Toll Promotion to Spread the Word about Paul McKenna's I CAN MAKE YOU THIN

Free Tolls during peak periods on January 5, 2009 in Miami (FL), Chicago (IL), Philadelphia (PA), Montgomery/Selma (AL), and Topeka (KS)

Traffic will flow more smoothly and commuters will be much happier January 5th when Sterling Publishing pays for tolls in five major markets, and encourages drivers to read Paul McKenna's *I CAN MAKE YOU THIN* and drop those unwanted pounds they put on over the holiday break. The free tolls take place in:

- **Miami, Florida- 7:00 am to 9:00 am, Eastern Standard Time**
 - o Miami, FL – Miami-Dade Expressway Authority: SR 836/Dolphin Expressway Eastbound (The Wing) heading into Downtown Miami (Located between NW 17 Ave and NW 27 Ave), Miami-Dade County

“There are two things people regret after the holidays- spending too much money and over-eating,” said Leigh Ann Ambrosi, Vice-President of Marketing & Publicity for Sterling. “Sterling wanted to help people across the country with both these things. By offering a free ride in such a tough economic time, motorists get a break in their wallet. By reading our ground-breaking weight-loss book, *I CAN MAKE YOU THIN*, they can shed all those unwanted pounds as well. What a great way to start a new year!”

Paul McKenna's, I CAN MAKE YOU THIN: *The Revolutionary System Used by More Than 3 Million People*, is a proven weight-loss system with an over 70% success rate. Through the use of psychological techniques, McKenna re-programs the way people think and act around food, so that in the future they find it easy to eat less and leave food on their plate, without feeling like they are missing out. The book & hypnosis CD set is available now in bookstores everywhere (Sterling Publishing, January 2009), and at www.mckenna.com.

Travelers Marketing is the industry leader in transportation marketing, creating opportunities to deliver a message to millions of motorists who travel the nation's roadways everyday. Travelers Marketing coordinates campaigns like Sterling Publishing's *I CAN MAKE YOU THIN* Free Toll promotion, sponsorship of motorist assistance patrols like the State Farm Safety Patrol in Pennsylvania, Florida and Colorado, as well as Toll Plaza Signage and Oases Advertising programs on the Illinois Tollway. "The high cost of travel is on everyone's mind this winter, so we were thrilled to work with Sterling Publishing and with the participating Toll Authorities to develop a promotion that offers some relief to motorists and allows them to keep some money in their pockets during the first week of the New Year," said Brian Lee, President, Travelers Marketing, "Helping move traffic through the busy toll plazas, plus offering a free toll is a great service to motorists and roadways alike."

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