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## **SALESCONX CHOOSES THE BUZZ FARM FOR BRAND IDENTITY**

*Sales networking community selects corporate ID experts for company launch.*

**Bayside, NY – May 5, 2007** – The Buzz Farm announced today that they have been chosen by Salesconx, Inc., an online networking website for sales professionals, to develop the company's corporate identity and brand standards. Headquartered in New York City, Salesconx anticipates a July launch of their innovative website which helps salespeople harness the power of the Internet and leverage the value of their personal network.

"The Buzz Farm unites the finest approaches to brand design with unmatched experience in their space," stated Evan Sohn, CEO of Salesconx. "While many small agencies engage with high profile corporations, the work simply follows existing standards. We wanted to work with a boutique shop with high profile brand development experience to their credit. It's this combination that sets The Buzz Farm ahead of the pack."

Mr. Sohn was referencing the experience of The Buzz Farm's President and Creative Director, David Mills, who has led identity programs for, among others, global brand powerhouses Canon Inc. and Sharp Corporation both in the United States and overseas. Mr. Sohn added, "We want our brand to stand out and endure. This is a challenging task in this day and age."

For inquiries regarding this and other news, please contact The Buzz Farm at 718.309.5277 or at [media@thebuzzfarm.com](mailto:media@thebuzzfarm.com).

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### **About Salesconx**

Headquartered in New York City, Salesconx, Inc. is a social networking website and marketplace for salespeople that allow them to leverage their relationships and business successes as well as to gain introduction to others. In addition, it also allows enterprises to seek introductions from the salespeople in the network, compensating them for their relationships and efforts. For additional information, please email [info@salesconx.com](mailto:info@salesconx.com).



### **About The Buzz Farm**

The Buzz Farm is a strategic advertising and communications agency that creates and manages integrated online and offline communications solutions for its clients. The agency, founded in 2005, is headquartered in Bayside, New York, and is backed by a team of dynamic creative, marketing and technology professionals. The combination of its results-oriented strategies and unwavering appreciation of branding principles sets The Buzz Farm apart from conventional boutique advertising agencies, design firms, and consultants. For additional information, please visit [www.thebuzzfarm.com](http://www.thebuzzfarm.com) or contact The Buzz Farm at [media@thebuzzfarm.com](mailto:media@thebuzzfarm.com).