



7 Blackburn Center  
Gloucester, MA 01930

Phone: 978.283.6161  
Fax: 978.281.4690

Web: [www.purefunmarketing.com](http://www.purefunmarketing.com)

## NEWS RELEASE

**Date:**

May 17, 2006

**For further information contact:**

Chris Rowen, PureFun, Inc. 978.283.6161 or [chris.rowen@purefunmarketing.com](mailto:chris.rowen@purefunmarketing.com)

---

FOR IMMEDIATE RELEASE

### PureFun Heats Up Miami Trade Show

MIAMI, FL- May 17, 2006. The PureFun Sales Team was on hand for the annual BlueCross BlueShield Marketing, Communications and National Programs Conference. This year's event was held in Miami, FL. The tone of the conference was set early. Key Note Speaker Seth Gordon emphasized one of the keys to successful marketing as, "The importance of having a story to tell. A story that is worth talking about." Mr. Gordon's message could not have described the PureFun message any better.

Action at the PureFun exhibit during the conference was fast paced. PureFun's VP of Sales, Mr. Chris Faris remarked, "The excitement level continues to build. These events allow us to spend quality time with our clients and potential clients. The PureFun program is so versatile, and the benefits are so numerous, industry shows give us the chance to really give people the full picture."

PureFun's COO, Mr. Chris Rowen was struck by the parallel between the PureFun message and the overriding theme of the conference. "The BlueCross BlueShield Association really understands the value of the Blue Cross brand, and the PureFun Program is just a fantastic new way to reinforce that brand to a whole new generation of subscribers."

#### About PureFun

PureFun, Inc. was founded in 2005 to address children's health and wellbeing with a system that supports and builds client's brands. For more information visit: [www.purefunmarketing.com](http://www.purefunmarketing.com)

Good. Clean. Fun.