

The following are press releases that we have done for clients and ourselves recently.

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Press Release Done for Stern Environmental Group

After this press release was sent out client was contacted by the Senior Buy at the Home Shopping Network who had read the release. The client and the buyer are negotiating for NightWatch purchases for the television show.

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Bed Bug Monitors – The Game Changer in the Fight against Bed Bugs

Douglas Stern, Managing Partner of Stern Environmental Group, is an expert on the prevention and eradication of bed bugs. Evaluating new innovative bed bug monitors, he has identified that prevention and early treatment of bed bugs using monitors is a necessary course of action for hotel owners and property managers.

Secaucus, New Jersey (PRWEB) September 3, 2009 – Bed bugs - it seems that everywhere we turn more stories of infestation and lawsuits for bites are in the news. With the resurgence of this age old pest, never before has vigilance and early intervention been so necessary for hoteliers, property managers, home owners, and even boarding schools and university campuses. Businesses are even being plagued by bed bugs as more home owners and apartment dwellers are becoming infested and then in turn bring bed bug eggs to their workplace. With new technology bringing to market effective bed bug monitoring appliances, the fight against bed bugs has taken a new turn.

Douglas Stern, Managing Partner of Stern Environmental Group, has been evaluating numerous bed bug monitors. As an expert on the extermination of bed bugs and an innovator in his own field, Mr. Stern has searched in the US and Europe, reviewing factory samples before the products are even publically available. He looks specifically for bed bug monitors that will be effective, easy to use, practical and efficient for professional use, and cost considerate for consumer use. He has become an expert in bed bug monitors and their use in identifying the presence of bed bugs before these trauma-inducing pests have multiplied to an infestation level.

“I consider bed bug monitors a ‘game changer’ in the fight against bed bugs and one that no one is talking about yet,” says Stern, “their use may soon be necessary for all hotels and may even be considered by judges and juries when defending against bed bug litigation.” Douglas Stern feels that bed bug monitors will allow professional exterminators to identify pest problems early and thereby contain both the infestation and the treatment cost. Stern says, “Home and coop sellers may rent bed bug monitors, in the near future, to certify their property for sale as being bed bug free. The possible ‘real world’ uses for these new exciting products are endless”, says Douglas Stern.

There are several types of bed bug monitors and the prices range widely from \$5 to \$1,000. Some of the most interesting new products are NightWatch from BioSensory, CDC 3000 by Cimex Science, soon to be released BB Alert Active from MIDMOS, Climbup Insect Interceptor from Susan McKnight Inc., and the Bug Dome for bed bugs by Silvanderson under the name of Silvatronic. Several of these bed bug monitors actually have a bed bug blood meal lure, and in some case (in the more expensive products) a CO2 source to imitate a human body presence to actively attract bed bugs. Others have a sticky attractant in a glue-like trap or use special disks that fit under bed legs, as in Climbup, or as in the Bug Dome draw pests with a small heat source. These new bed bug tools are proving to be game changers in early identification of a bed bug problem. Some are clearly suitable for the professional pest control market and some for home owners and apartment dwellers.

Many of these new bed bug monitoring appliances are available for purchase now. Stern Environmental Group has a selection available on their website. Additionally, Mr. Stern is actively looking for more products to add to his information section where he showcases new products that have promise in addressing the bed bug problem.

Current pest control treatments in use are reactive; none address the important issue of proactive early detection as do bed bug monitors. By waiting until bed bugs can be seen crawling on the bed with the naked eye, the cost for treatment and the threat of spread to other parts of the room or migration under walls is increased. Early detection keeps extermination costs down. In the early stages of an infestation, bed bugs are typically isolated to the bed and adjoining bed area. Waiting to treat

the environment until bites are reported, typically means that bed bugs have already migrated to other areas of the room and possibly even to adjoining rooms; impacting the cost and complexity for extermination.

Clearly there is a real need for bed bug monitors and early intervention, but professionals are conflicted on a protocol in which to use them. "This is a new field. No one really knows for sure what is best when it comes to monitoring for bed bugs. As pest control professionals, we have mainly been concerned with treating a problem after the fact," says Douglas Stern, "these new products will help us to be proactive, certify extermination after treatment, and help the hospitality industry to be proactive versus reactive when it comes to protecting their guests and reputations."

For additional information on why property managers and the hospitality industry should use bed bug monitors, Douglas Stern has recently written a white paper titled "[When Bed Bugs Check In – Guests Check Out](#)". This white paper was recently featured on the home page of the Pest Management Professional's website in late August 2009.

For additional information on bed bugs and new extermination and control options contact Douglas Stern for media interviews and for residential and hospitality bed bug prevention and extermination services in New York City, the New York City metro area, and New Jersey. Stern Environmental Group is a top expert in bed bug eradication and a product resource for bed bug bite proof mattress covers, and bed bug monitors.

About Stern Environmental Group:

Stern Environmental Group, LLC is a fully licensed and insured bed bug exterminator and pest management company. Operating in New York City, New Jersey, New York, and parts of Connecticut and Long Island, New York for over 10 years, Stern Environmental Group has become a leader in bed bug control, pest control and pest management solutions in the New Jersey, New York, New York City, and Connecticut areas. You can follow him on Twitter at <http://www.Twitter.com/bedbugexpert>.

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Press Release Done for Stern Environmental Group

After this was sent our client was contacted by Inside Edition for more information. He then ended up being interviewed by a private TV video production team which in turn sold the piece to News Media outlets nationally. Our client was interviewed in the piece and received much free exposure from the video piece which started with this press release.

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Say Goodbye to Bed Bugs, Nationally Recognized Pest Control Expert Is Leading Efforts to Exterminate Bed Bugs in the New York City Region

Douglas Stern, Managing Partner of Stern Environmental Group, is an expert on the eradication of bed bugs. Testing new innovative treatment options, Stern has had excellent success with a new poison free treatment called Cryonite to kill bed bugs and bed bug eggs.

Secaucus, New Jersey (PRWEB) April 7, 2008 -- The resurgence of bedbugs in the past few years has brought on the need for more comprehensive solutions and new treatments for this problem. The number of bed bug complaints in New York City

tripled from 2004 to 2008, going from more than 1,000 to over 7,000. Residences as well as hotels and motels have suffered in the New York City area from the growing problem of bed bugs.

Bed bugs are developing a resistance to the chemicals that have previously been useful in their extermination and control. Stern Environmental Group is at the cutting edge of testing new technology when it comes to bed bug eradication. One of only several firms using Cryonite in the United States, Stern Environmental Group now provides this new poison-free bed bug eradication treatment that uses the freezing power of Carbon Dioxide snow to rapidly freeze bed bugs in all life phases. This new freezing treatment, which has been popular in Australia and Europe, even kills bed bugs eggs which have typically been immune to traditional chemical treatments.

If you need help for your own bed bug problem or want to know what is happening in the fight against bed bugs, turn to pest control expert Douglas Stern, managing partner of the Stern Environmental Group, LLC. Douglas Stern, who has recently been quoted on bed bugs and other pest control topics in several national publications such as the New York Times, the Wall Street Journal and Business Week, has been in the pest control business for over 10 years. Distressed home and business owners have turned to him for years for successful pest control and now the media is turning to this regional expert too. Stern Environmental Group services clients in the New York City metropolitan area and is based in New Jersey, but advises media from around the country on bed bug control issues.

In addition to providing residential and hospitality industry service for bed bug extermination using Cryonite as well as providing traditional chemical treatments, Stern also sells special bed bug bite proof mattress covers and box spring encasements. These quality covers allow bed bug sufferers to keep expensive bedding after treatment after they have been treated for bed bugs. These special covers made for the pest control industry and extensively tested in the laboratory to be bed bug bite proof and bed bug escape proof, are available for purchase online in the Stern Environmental bed bug product store.

Clients who have suffered with bed bugs have sent the firm unsolicited comments about their experiences with the Stern Environmental Group extermination staff. Here are just a few comments that have been received by Stern Environmental Group recently on their services:

"The service technician responsibly took the time necessary to ensure total extermination of the bugs almost as if he was working in his own home. The methods and processes utilized by Stern ultimately proved to be outstanding since my infestation is now completely remedied."

"A bed bug infestation is a very disheartening and horrible ordeal to go through and your staff was very kind to us and sensitive to our dilemma."

"My bed bug problem was eliminated 100%; I can now sleep throughout the night."

"After just one visit, I am finally bed bug free!"

For additional information on bed bugs and new extermination and control options contact Douglas Stern for media interviews and for residential and hospitality bed bug extermination services in New York City, the New York City metro area, and New Jersey. Stern Environmental Group is a top expert in bed bug eradication and a product resource for bed bug bite proof mattress covers and box spring encasements.

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Press Release Done for Stern Environmental Group

This press release was sent out to announce that Stern Environmental Group had been appointed to act as one of the Northern American representatives for this European company.

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Stern Environmental Group Becomes a North American Sales Representative for the Revolutionary "Green" Cryonite Bed Bug Extermination System from CTS Technologies

CTS Technologies, the maker of the "green" Cryonite Pest Control System, has announced that Stern Environmental Group of New Jersey will be one of their North American sales representatives. Cryonite is a poison-free freezing treatment that has been proven to be highly effective in killing bed bugs and their eggs as well as other pests in chemically sensitive industrial environments.

Secaucus, New Jersey (PRWEB) June 16, 2008 – CTS Technologies, located in Switzerland, has selected Stern Environmental Group, of Secaucus, New Jersey, to be one of their United States and Canada sales representatives for the Cryonite pest control system. Stern Environmental Group will sell and lease Cryonite products to pest management firms and the hotel and motel industry as a poison-free, "green", and highly effective treatment for bed bugs. For additional information on Stern Environmental, please visit <http://www.SternEnvironmental.com>.

Cryonite is an innovative new pest control treatment system that sprays a fine film of frozen Carbon Dioxide snow; allowing for rapid and thorough penetration into cracks, crevices, and other pest harborage areas for excellent extermination results. Cryonite, due to its rapid freezing of pests and their eggs, has been found to be highly effective as a treatment against even chemically resistant bed bugs. Cryonite has been used in Europe and Australia with excellent results, but has just been recently introduced into the United States market. Stern Environmental Group was one of the first firms in the United States to embrace this new technology to successfully fight a growing problem of pesticide resistant bed bugs in New Jersey and the New York City metropolitan region.

The Cryonite system consists of a special applicator gun and pressurized environmentally "green" recycled Carbon Dioxide gas filled canister with a special dip tube. The Carbon Dioxide snow that is sprayed from the gun in light layers quickly freezes pests by rapidly lowering their body temperature to a lethal level. It is the rapid temperature change that effectively kills pests and their eggs; the application is quick and effective. Typically, hotel and motel rooms are able to be returned to service the same day after a Cryonite bed bug treatment. The Carbon Dioxide snow is dry and leaves no wet or chemical residue, keeping post-treatment clean up to a minimum and leaves no chemical odor.

Not only has Stern Environmental Group been using Cryonite effectively for bed bug treatments in hotels and motels, but property managers of apartments and co-ops, as well as residential customers appreciate this "green" and poison-free treatment that has been shown to be highly effective even against chemically resistant pests. In some cases, Douglas Stern, Managing Partner of Stern Environmental Group, suggests using Cryonite in conjunction with botanical pest control products and traditional insecticides to maximize "kill" and to aid in the prevention of reinfestation. Stern's bed bug exterminators personally review the pest infestation problem to determine which solution, used with Cryonite, will give the best overall results.

Cryonite has also been used to treat German cockroaches, Indian meal moths, and other pest problems in industrial and food preparation areas. As a Cryonite treatment leaves no wet chemical residue and the pressurized spray penetrates conveyor equipment, electrical panels safely, and sanitizes areas as it kills pests, it is an excellent poison-free treatment for food processing plants and industrial settings that cannot shut down for a traditional wet chemical treatment. Even hidden areas such as ventilation systems and drains in restaurants and bars can be treated with Cryonite as part of an effective pest management program.

For additional information on bed bugs and leasing and sales of the new Cryonite CO2 freezing extermination system contact Douglas Stern for equipment. Stern Environmental Group is a top expert in bed bug extermination and provides

commercial and residential Cryonite services in the New Jersey and metropolitan New York City region. Please visit www.SternEnvironmental.com for more information on this new effective "green" and poison-free solution for professionals, chemically sensitive industrial environments, and the hospitality industry.

About Stern Environmental Group:

Stern Environmental Group, LLC is a fully licensed and insured bed bug exterminator and pest management company. Operating in New York City, New Jersey, New York, and parts of Connecticut and Long Island, New York for over 10 years, Stern Environmental Group has become a leader in bed bug control, pest control and pest management solutions in the New Jersey, New York, New York City, and Connecticut areas.

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Press Release Done for McCord Web Services

McCord Web Design Becomes McCord Web Services LLC after Strong Growth in 2007

McCord Web Design based in Waldorf, Maryland has changed their business name to McCord Web Services LLC after experiencing a 49% increase in sales in 2007. Positioned for more growth in 2008, McCord Web Services LLC is adding new Web related services in their aggressive growth plan for 2008.

Waldorf, Maryland (PRWEB) March 27, 2008 – McCord Web Design based in Waldorf, Maryland and serving clients globally for over seven years, has become McCord Web Services LLC after increasing sales 49% in 2007. Positioned for more growth in 2008 McCord Web Services LLC has an aggressive plan to add new Web related services for 2008.

McCord Web Services started out as a web design only service provider and has expanded its service offerings over the years based on client demand. Initially serving only local clients, and working from word of mouth referrals, McCord Web Services has grown into a national provider of webmaster outsourcing services. Core businesses for the firm now include website updates and maintenance, web design, search engine marketing, and ghost blogging. New services that are projected for introduction in the next several months include news release writing and distribution services, feature article writing and listings, and simple podcasting services for business owners.

Part of the reason for the strong growth McCord Web Services LLC experienced in 2007 is due to its introduction of ghost blogging services. With five levels of service offering quality blog writing with a frequency of three to five days a week, McCord Web Services has become an in-demand ghost blogger for many business-related blogs. Employing six writers, spread across the country, the team for McCord Web Services now writes on a wide variety of blogs from political commentary, GPS tracking, ergonomics relating to material handling equipment, bed bugs, stamp collecting, drug and alcohol rehabilitation, and other diverse topics.

An additional growth area for the firm has been in the search engine marketing arena. "Google AdWords has become so complicated that clients do not want to get a 'degree in AdWords' and so seek us out to set up and manage their Google search engine marketing accounts." said Nancy McCord, President of the firm. Operating as a professional account manager for Google AdWords, Yahoo Search Marketing, and Microsoft adCenter, Nancy McCord does all the keyword research, account set up, and account management for the firm's growing business in search engine marketing. Highly skilled in account management, Nancy McCord is a Yahoo Search Marketing Ambassador and Microsoft adExcellence member as well as a Google AdWords Qualified Advertising Professional and has been managing search engine marketing accounts professionally for over three years.

After experiencing strong growth in 2007, McCord Web Services is positioning themselves for another year of strong growth with the addition of several new services projected for release this year. Their news release writing service is scheduled for rollout in April and their feature article writing service is scheduled for May. Podcasting services will be introduced in August or September.

For additional information on McCord Web Services LLC or to review their service listings please contact Nancy McCord or visit <http://www.McCordWeb.com>.

About McCord Web Services LLC:

McCord Web Services LLC and has been providing webmaster services, web design, search engine marketing services, and blog writing services globally since 2001. The firm founded by Nancy McCord, employs seven people and has embraced a philosophy of excellence with this corporate tag line: "Our Focus is on Your Success!"

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