



FOR IMMEDIATE RELEASE
August 1, 2007

Contact: Meredith McGurn 919-767-9400
mmcurn@pstrat.com

Presentation Strategies to Host Adobe OnAIR Bus Tour on August 18

DURHAM, NC- As part of its 19-city circuit, the 2007 Adobe OnAIR Bus Tour will pull into the Triangle area on August 18—hosting an information event at Presentation Strategies (PStrat) at 6:30 p.m. Mike Chambers, who is the Senior Project Manager for Developer Relations of AIR, will be delivering the keynote presentation. Admission is free and the event is open to the public.

The Adobe OnAIR bus is traveling across the country promoting the Adobe Integrated Runtime (AIR)—a tool that allows Adobe users to create desktop applications with Flash, Flex, Dreamweaver, AJAX, HTML and CSS. “We’re very excited to host the Adobe OnAIR tour here in RTP,” said Phil Molaro, senior Web developer for PStrat. “One of our corporate strategies is to promote cutting-edge technology in any way we can. Having the opportunity to host experts from Adobe to discuss revolutionary products like AIR and Flex is one that we’re very happy to have.”

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Ben Farrell, manager of the Raleigh/Durham Adobe Users Group (RDAUG) and a software engineer for 360Kid is also very enthusiastic about the tour's decision to pull into this region. "The Triangle area is a great stop on the OnAIR bus tour because we have so many tech people entrenched in .NET, Java, and C++," he said. "It's really an exciting time all around, whether you've used Adobe products in the past or not. I think this latest offering from Adobe will open up some eyes for designers and, more importantly in the Triangle area, developers and programmers."

For more information regarding the Adobe OnAIR tour, visit <http://onair.adobe.com> and www.rdaug.org/news/.

About Presentation Strategies Inc.

As the nation's leading interactive production company, Presentation Strategies Inc. (PStrat) has more than 40 employees and provides the most comprehensive portfolio of marketing, training and technology solutions to Fortune 500 companies and the bio/pharmaceutical industries. Founded in 1982, the company serves clients including global pharmaceutical companies, advertising agencies, medical communications organizations, and specialty communications companies. For more information about PStrat, call Meredith McGurn at 919.767.9400 or visit www.pstrat.com.