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For Immediate Release

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JH SPECIALTY ADDS SEARCH ENGINE OPTIMIZATION SPECIALIST

Fort Wayne, Ind. – JH Specialty, a cutting-edge marketing and communications company based in Fort Wayne, Indiana, has added a Search Engine Optimization (SEO) Specialist to its team. Ohio native Keith Elsass joined the company on May 18 and is relocating to northeastern Indiana from Dayton, Ohio. “Keith is very experienced in Search Engine Optimization and is going to be a great asset to the JH team,” according to JH Specialty President John Henry III.

“I am very excited to join a very talented team of web programmers, designers and marketers,” says Elsass about his new affiliation with JH Specialty. “I’m looking forward to helping our clients reach and exceed their expectations for their online presence.”

JH Specialty, founded in 1998, provides marketing campaigns, Web sites, Search Engine Marketing, Search Engine Optimization and promotional product fulfillment for a variety of clients from Fortune 500 companies to “Mom and Pop” shops across the United States. National clients include Starbucks, Home Depot, ESPN, NBC, Coca-Cola, Hewlett-Packard and Centennial Wireless.

Elsass comes to JH Specialty from STI Technologies in Dayton, where he served as a computer programmer for the past year. Prior to that, he was an information technology manager, web programmer and SEO/SEM specialist for HT Concepts, Inc., in Botkins, Ohio, for three years.

He is a 2002 graduate of Ohio University with a Bachelor of Science degree in electrical engineering with a concentration in computer engineering and a minor in computer science.

ABOUT JH SPECIALTY

JH Specialty is a full-service marketing and communications firm based in Fort Wayne, Ind. Founded by John Henry III in 1998, the company specializes in the utilization of technology in marketing applications, Web development, search engine marketing, communications and efficiency. JH Specialty has provided marketing campaigns, Web sites, search engine optimization, events and promotional product fulfillment for a variety of clients from Fortune 500 companies to Mom and Pop shops across the United States. For more information, visit the firm’s Web site at www.jhspecialty.com.