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For Immediate Release

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Moceri Event Management Launches Entertainment and Social Division

-- Division leverages new partnership with A Legendary Event and will be led by Erin Kelly Haraway --

ATLANTA, APRIL 27, 2009 -- Today, Moceri Event Management launched a new full service entertainment and social division highlighted by a strategic partnership with Tony Conway's A Legendary Event. In addition, the company announced that Erin Kelly Haraway, most recently the associate publisher of Atlanta Peach Magazine, will be leading the new division.

Erin Kelly Haraway brings 12 years of experience in branding, marketing and event planning to Moceri Event Management, as well as executive leadership experience to the company. In her career, Erin has worked for and with some of the most successful brands in the United States, including Best Buy, Coca-Cola, American Express, Bacardi, Moet Hennessey USA, Absolut, Budweiser, Louis Vuitton, Neiman Marcus, Saks Fifth Avenue, Bentley, PaperCity Magazine, Food & Wine Magazine and the City of Aspen.

"The partnership with A Legendary Event and the appointment of Erin Kelly Haraway solidifies the vision we have planned for our social and entertainment division," said company founder and chief executive officer Toni Moceri Knopf. "The partnership, along with Erin's attention to detail and success working within the Atlanta social network will help ensure the success of our new venture."

The collaboration with Tony Conway's A Legendary Event, also based in Atlanta, will enable the company to meet its clients' event catering, décor and floral design needs. This partnership brings over 40 years of expertise to the Atlanta social scene. Tony Conway established an international reputation in catering and special events with the Ritz Carlton, Marriott and Stouffer Hotels before forming A Legendary Event in 1997.

"Toni is a leader in the market. Her passion and enthusiasm shines through in every event she executes, so her entry into the entertainment and social marketing world is a perfect fit," said Tony Conway, president, A Legendary Event. "Our collaboration will make us a guiding force in the Atlanta as well as national markets."

About Moceri Event Management

Established in 1999 by Toni Moceri, Moceri Event Management provides clients with a full range of marketing services including public relations, integrated marketing and design, media planning, event management, entertainment acquisition, logistical planning and production. Moceri has a distinguished list of clientele including

Abbott Vascular, Boston Scientific, Johnson & Johnson, UBS Financial, Goldman Sachs and the University of Miami among others. Most recent entertainment management included Magic Johnson, General Colin L. Powell, USA (Ret.), and Barbara Walters. Mocer Event Management will continue to focus on a strong strategic foundation, detailed planning skills and seamless multi-level execution. The entertainment and social division will focus on client needs such as product launches, trade shows, corporate meetings and entertainment, charity events, fund raisers, galas, and private VIP functions. Mocer Event Management can be reached online at www.mocerimgmt.com or 404.459.6990.

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