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## Electronic Press Kit Solution, myPPK Power Press Kits, Awarded as Media Fusion Technologies' Most Innovative New Product For 2007

Gilbertsville, PA USA– (January 08) Popular [electronic press kit solution](#), myPPK™ Power Press Kits™ (PPK), was recently awarded “**Most Innovative New Product**” for 2007 by [Media Fusion Technologies, Inc.](#) (MFT) – a multimedia marketing company specializing in Website development and hosting.

PPKs ([www.powerpresskits.com](http://www.powerpresskits.com)) are an advanced, turnkey, graphically-rich electronic press kit developed by **Impact Artist Promotions, LLC** (IAP) in the latest Microsoft .NET 2.0 framework and hosted on MFT's servers. Since the product launch in July of 2007; musicians, comedians, models, DJs, voice-over talent, actors, publicists, preachers, producers and more have been making PPKs their new self-promotion tool of choice.

In that time, the site has grown virally, attracting subscribers from across the U.S. and Canada to the Virgin Islands, Puerto Rico, Europe, New Zealand, South Africa and more; while garnering in excess of 130,000 hits per month.

**Darrell Kean**, President and CEO of MFT, elaborated on the award; “We really don't hand out the ‘Most Innovative New Product’ award just for the sake of doing so. As a matter of fact, it doesn't happen every year because the criteria for winning the award are simply not met by a product or service each and every year. Power Press Kits was the hands down winner for 2007 simply because of the direct affect it can have on a user's marketing impact, without impacting their marketing budget or time.

“Additionally, PPKs are so easy to use and fast to deploy, that the users can get back to focusing on their career – not hassling with how to build a professional Website. With myPPK, IAP has completely taken the effort out of building a killer online press kit. It’s literally plug and play. Kudos to IAP!”

**Jennifer Batten** – a PPK subscriber and current featured artist – is widely considered one of the premier guitarists in the world, has been featured in major guitar magazines and was selected from over 100 guitarists to play in **Michael Jackson's** highly skilled band which toured the world three times and played for 1.5 billion people in 80 nations at **Super Bowl XXVII**. Later Jennifer was recruited by legendary guitarist **Jeff Beck** to join his band where she spent three years and rocked two more world tours.

“I've been asked several times lately to provide electronic press kits and wasn't exactly sure what they were or what they should include,” Jennifer exclaimed. “After some research, I tried to make my own then stumbled across myPPK on a Google search and felt GREAT relief to see a painless way to get it done and look good. The amount of dough you'll save in a year from not having to send out physical packages is well worth the membership fee!”

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