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FOR IMMEDIATE RELEASE

HUNTSVILLE, AL – Justin Schuck and Company, an innovative provider of photography, design, consulting and event planning services, announced the soft launch of L/A Events' website, anlaevent.com, via webcast from his family's home outside Huntsville, Alabama.

"This is only the beginning ... We are actively developing our proprietary system within the company and through partners. It's very exciting." company president Justin A. Schuck said as he started his webcast. Andrea Kuchinski, president of After 5 Design and co-founder of L/A Events, designed anLAevent.com and has worked with JSDS on the branding. "The idea for the site and logo is to create modern luxury. We want everyone who comes to anLAevent.com to feel like they are stepping into a boutique. And while we offer services for every income bracket, I wanted to make sure that those using the consultancy also felt like they were working with a luxury boutique."

L/A Events announced in November that it will push back the release date for aLAevent.com to sometime in the second or third quarter 2009. Schuck cited the news in his webcast calling the move "necessary to ensure that a stable beta version reached the market. I want our site to have the benefit of several months of in-house testing, rather than rushing an unfinished product live. This means we'll have to push back the launch party to the summer, but in the long run I know it will make the difference." Schuck continued saying that "a lot is riding on the software package Andrea and Dustin are putting together. Our developers are some of the best minds in the field and this was partly their decision. I'm smart enough to know that when an engineer needs more time, you give it to them. I'm not Lee Iacocca pushing the [Ford] Pinto to market."

L/A Events also announced the signing of a alliance with Traveller's Beach Resort in Negril, Jamaica. Not only will L/A provide event planning and coordination services to guests at Traveller's, but Justin Schuck Photography has been tasked to capture images that better reflect the resort's style.

Schuck ended his webcast with wishes for a happy holiday season and a more prosperous new year.

#### **MEDIA INQUIRIES**

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