

**Yahoo! HotJobs Hires M7 Inc. to Create Multimedia Presentation for Attendance at
SHRM – HR’s Biggest Industry Tradeshow**

Campbell, CA --- June 1, 2008 --- The Silicon Valley-based marketing communications firm, M7 Inc., has been awarded a substantial branding and multimedia project for [Yahoo! HotJobs](#). This multimedia presentation will be a key marketing tool for their attendance at the largest HR industry tradeshow, [SHRM’s 60th Annual Conference and Exposition](#) in Chicago, June 22-25.

"This is a really exciting, high profile project for us," says Lisa Orrell, President of M7 Inc. "The presentation is going to be very hip, very cool and filled with high energy music, graphics and video, and we will utilize a variety of new media technologies in development and post production. But I can't share what we'll be featuring in the presentation because we're all sworn to secrecy!"

The multimedia presentation will be featured in the “theater” within Yahoo! HotJobs’ main booth, and the presentation will run several times per day during the 4-day event.

The [Society for Human Resource Management](#) (SHRM) is the world’s largest professional association devoted to human resource management. Their mission is to serve the needs of HR professionals by providing the most current and comprehensive resources, and to advance the profession by promoting HR’s essential, strategic role. Founded in 1948, SHRM represents more than 225,000 individual members in over 125 countries, and has a network of more than 575 affiliated chapters in the United States, as well as offices in China and India.

For more information about the branding, marketing, design and direct marketing services offered by M7 Inc., contact Lisa Orrell: LOrrell@M7Design.com or call her at 866-906-M7M7, x: 701, or visit their website at [M7Design.com](#)

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