



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond to Begin New Project with Ferrari North America

FORT WAYNE, IN, January 12, 2011—LaBov & Beyond Marketing Communications and Training has been tapped to lead a new customer relationship management (CRM) training project for Ferrari. The advanced CRM skills and techniques classes will include dealer sales professionals from North and South America. This will be the 9th consecutive year LaBov has provided training for the Italian automaker's North American division. Slated to begin in February, the training will be held in New York, Orlando and San Diego.

According to Barry LaBov, President and CEO of LaBov & Beyond, "This will continue our great relationship with one of the most prestigious automotive brands in the world. We look forward to a successful event and are honored Ferrari has chosen us once again to support its efforts."

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks and multiple locations. These clients come from a variety of industries—automotive, recreational vehicle, trucking, motorcycles, insurance, financial services, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media including video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Oxford, Michigan. Go to labov.com to learn more.

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