

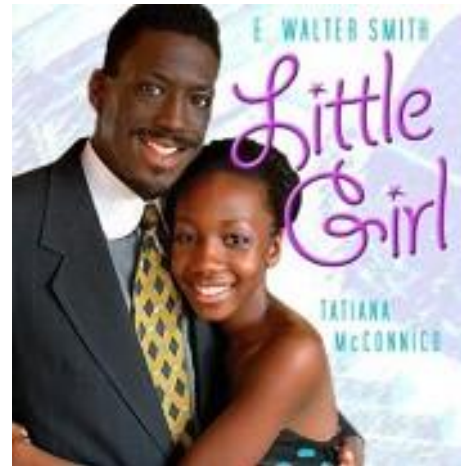
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## E. Walter Smith's "Little Girl" video produced by Yahoo's First Ranked Agency

*New music video produced by Efinancial.com celebrates Dads and Daughters with duet ("Little Girl") written by international recording artist, E. Walter Smith.*

Atlanta, GA July 2007

**The secret is out...Father's Day is everyday!** Want proof? Visit **Efinancial.com** and see how a Seattle Internet company has posted a moving tribute to fathers and daughters everywhere. The online music video, "**Little Girl**," written and recorded by international recording artist **E. Walter Smith**, is being viewed and voted on by Web watchers worldwide on **YouTube, Google Video, Yahoo! Video, Metacafe iFilm, Revver, Vimeo, Vsocial and Glumbert**, making Dad's Day an everyday multimedia affair.



Voted as one of the Net's most innovative companies and praised for its "best practices" within the online insurance industry, the music video's producer and sponsor, **Efinancial.com**, was founded by Michael Rowell to give consumers a big advantage in finding the best insurance values for their families.

*"Last week, my daughter looked at me with her big brown eyes and said, "Daddy, What happens to me and mommy if you die?" recalls Clarence Keith. "I did a search for 'life insurance' on Yahoo and the first site to come up was Efinancial.com. As I continued to search I came across the "Little Girl" video. My daughter and I watched it together...quite honestly, it brought tears to my eyes. Needless to say, I'm going to buy a ton of insurance from Efinancial.com."*

Corporate America has always tried to align itself with elements of pop culture that project a positive image. The father daughter relationship is timeless and "**Little Girl**" is the first song in recent times that portrays both the father and daughter singing about the magic of their special bond. **Efinancial.com's** use of "**Little Girl**" is a brilliant way to make the arduous task of buying life insurance "cool."

**Most of the buzz about "Little Girl" has come from celebrities and social organizations.**

[http://thelittlegirlsong.com/press\\_releases.htm](http://thelittlegirlsong.com/press_releases.htm)



*However, when I first spoke with Marty Weishaar at Efinancial his enthusiasm was infectious. The Efinancial organization produced a beautiful video and have launched an amazing online media campaign to promote their life insurance products. It's very exciting to see that corporations like Efinancial.com are able to use "Little Girl" to inspire their clients to protect their family and community. Hopefully, the success of this campaign will attract sponsors to follow Efinancial's lead and participate in some of the other promotions that are being developed for the 'Wedding Day! Precious Moments' project," says Smith. <http://www.YourWeddingDayMusic.com>*

To get your **FREE life insurance quote** and then watch the "**Little Girl**" video click here.

<http://www.efinancial.com/dads.aspx?source=454-1>

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