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FOR IMMEDIATE RELEASE

PR Etc. Hired to Manage Communications for Octane and Fuzz Salon

Rockford, IL (Aug. 17, 2004) – Octane Upbeat Casual Dining and Fuzz Salon have selected PR Etc., Inc. (www.pretc.net), a full-service public relations and marketing company in Rockford, IL, to oversee the communications and promotional efforts of both, downtown-based businesses.

Fuzz Salon opened October 1995 with a quest to provide exceptional service in an atmosphere of urban elegance. Fuzz's clientele is defined not by their income, but by their attitudes towards their image and lifestyle. Fuzz provides an environment where the focus is on the individual client and where guests feel pampered and comfortable. With national color educators on staff, Fuzz team members are individually trained to offer premier color services and consistent cutting techniques. In addition to providing editorial work for commercials, videos, fundraisers, and educational events both locally and nationally, Fuzz has also received honors from the City of Rockford: a Heart of Rockford Award for both the Best New Business for 1996 and the Grand Prize – awarded annually to the business, organization or individual exhibiting outstanding personal commitment to the downtown area.

Since 1997, Octane Upbeat Casual Dining has offered a creative spectrum of moderately priced lunches, dinners, espresso drinks, wines, craft brews, cocktails, and desserts in unique combinations. Located "Smack-Dab" in the heart of Rockford's River District, Octane has been honored to receive the 1998 Heart of Rockford award for "Best New Business", and Milwaukee Magazine, Fresh Cup magazine, and the Nation's Restaurant News have all featured Octane's inspired coffee and cuisine.

About PR Etc., Inc.

PR Etc., Inc. (www.pretc.net) is a full-service public and media relations company that helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated.