

FOR IMMEDIATE RELEASE

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PR Etc. Named AOR for Basil Café & Mondial

Rockford, IL (July 28, 2005) – Basil Café and Mondial have selected **PR Etc., Inc.** (www.pretc.net), a full-service public relations and marketing company in Rockford, IL, to oversee their communications and promotional efforts.

Basil Café, 6500 E. Riverside Blvd., is a Mediterranean cuisine and wine bar and Mondial, 6516 E. Riverside Blvd., offers more than 800 wines and deli delicacies.

About PR Etc.

PR Etc. (www.pretc.net) is a full-service public and media relations company which 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.