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For more information:
Rebecca Kopf
PR Etc., Inc.
(815) 282.9976

PR Etc. Named Public Relations AOR for Verax Identity Fusion Center

Rockford, IL (June 21, 2006) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL and Madison, WI, was named public relations agency of record for **Verax Identity Fusion Center**, an identity protection services organization that provides safety and security to individuals and organizations nationally.

Headquartered in Madison, Wisconsin, Verax integrates the unique identification capabilities of biometrics with robust search capabilities and sophisticated database networking technology to deliver state-of-the-art protection against identity theft and fraud.

PR Etc. will oversee the company's communications efforts on a national scale and most specifically to state, regional and national government officials and departments.

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. PR Etc. has offices in Rockford, IL and Madison, WI.