



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR Etc. Chosen by Savant Capital Management as National Public Relations Firm

Rockford, Ill. (February 5, 2009) -- PR Etc., a public relations, marketing and event planning agency with offices in Rockford and Madison, WI, was recently chosen to carry out Savant Capital Management's national public relations initiatives. Savant is a fee-only financial advising firm headquartered in Rockford, with additional locations throughout Northern Illinois and Southern Wisconsin.

As Savant's national public relations firm, PR Etc. will work with Savant to:

- Communicate Savant's expertise and spread brand awareness through national media outlets
- Implement Speakers' Bureau
- Build Savant brand recognition in regional areas surrounding satellite offices

PR Etc. has worked with Savant on local public relations activities since 2007.

"We honored to take Savant's brand awareness to the next level and assist them with gaining exposure and acquiring new clients in national markets," said PR Etc. President Rebecca Kopf. "We truly value our relationship with this fast-growing, unique organization, and are proud to be working with such a prestigious group."

PR Etc. is located at 220 E. State St., Rockford. To find out more information about the client services it offers, call 815.282.9986 or log on to www.pretc.net.

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