



PR ETC.

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PR ETC. TO ASSIST FATWALLET IN MANAGEMENT OF MEDIA INITIATIVES

ROCKFORD, IL (June 29, 2009)—FatWallet, an online bargain-hunting Web site and consumer community, has contracted PR Etc. to assist in its media initiatives, including creation of an informational electronic media kit and national media development.

The media kit will provide reporters with information about FatWallet, as well as communicate the organization's unique corporate culture and mission. Headquartered in Rockton, Ill., FatWallet has received major national media coverage on MSNBC, the *New York Times*, the *Wall Street Journal* and *TIME*.

As the preferred shopping resource for more than one million savvy consumers, FatWallet.com works closely with over 800 merchant partners like Dell, Travelocity and Wal-Mart to publish exclusive offers, online coupons and cash back rebates. The growing FatWallet.com forum represents the pulse of not only FatWallet.com, but also an evolving online marketplace where consumers gather to share and learn. FatWallet.com ranks by Quantcast as one of the top 1,000 Internet properties, worldwide.

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm 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.

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