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FOR IMMEDIATE RELEASE

PR Etc. Hired to Oversee Communication Efforts TLN/TV 51

Rockford, IL (September 1, 2004) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired to manage the public relations and communications initiatives for **Total Living Network (TLN)/TV 51 (Insight Channel 15)**.

About PR Etc.

PR Etc., Inc. (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.