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FOR IMMEDIATE RELEASE

PR Etc. Named Public Relations AOR for U.S. Waterproofing

Rockford, IL (November 16, 2004) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently named agency of record (AOR) to manage the public relations for Schaumburg-based **U.S. Waterproofing Co.** (www.seepage.com), the largest basement waterproofing company in the Midwest with customers throughout Northern Illinois, Northwest Indiana and Southern Wisconsin.

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.