

FOR IMMEDIATE RELEASE

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**TruEssence Hires PR Etc. to Manage
Public Relations and Marketing Efforts**

Rockford, IL (July 28, 2005) – PR Etc., Inc., a full-service public relations and marketing company in Rockford, IL, was recently hired to oversee the public relations and marketing initiatives for **TruEssence Women's Ultimate Fitness & Day Spa**, being built at 10501 N. Second St. in Machesney Park and which will open to the public in September 2005.

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.