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**Savant Capital Management Hires PR Etc. to Manage
Madison Public Relations Efforts**

Rockford, IL (April 23, 2007) – PR Etc., Inc., a full-service public relations and marketing company with offices in Rockford, IL and Madison, WI, was recently hired to oversee **Savant Capital Management's** Madison-based public relations.

Savant Capital Management, Inc. headquartered in Rockford, offers investment management, financial planning and family office services to financially established individuals, trust funds, retirement plans, non-profit organizations, and fiduciaries.

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.