



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Air Technology Solutions Hires PR Etc. for National Public Relations and Marketing Efforts

ROCKFORD, IL (December 29, 2010) — Air Technology Solutions selected PR Etc. to assist with its national public relations and marketing activities. PR Etc. will help Air Technology Solutions develop its message and enhance the website as the company rebrands itself to reach additional industries.

Air Technology Solutions combines its expertise in the air quality services industry with state-of-the-art equipment to provide innovative, engineered air quality solutions for its clients. The company's client base includes Fire/EMS Departments, Emergency Service Personnel, US Government Agencies, Engineers and Architects, Contractors, Public Works Superintendents, Vehicle Maintenance Managers, Law Enforcement, Hospitals and Schools.

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 Racine and Madison, WI.

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