



PR ETC.

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PR Etc. Renews Contract for Savant Capital Management's PR Agency of Record
PR Etc. will further enhance Savant's media presence throughout 2010

Rockford, Ill. (February 12, 2010) – PR Etc. announced it will continue its work as Savant Capital Management's Public Relations Agency of Record in 2010. This will be the third year PR Etc. has worked with Savant, and the second as its agency of record, handling the firm's national media relations, speakers bureau and corporate messaging activities.

Savant Capital Management is a fast-growing, fee-only wealth management firm headquartered in Rockford, with additional offices in Chicago, Geneva, Hoffman Estates, Freeport and Madison. Since 2009, PR Etc. has garnered national media coverage for the financial firm in major publications such as *The Wall Street Journal*, *BusinessWeek*, *Forbes*, *Morningstar.com*, *InvestmentNews* and many others.

"PR Etc. has thoroughly enjoyed promoting the extremely high quality services and expertise of Savant," said President Rebecca Kopf. "Their firm has taken a fresh approach to investing, and we work hard to make sure they are nationally recognized for their efforts."

PR Etc. (www.pretc.net) is 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 Madison, WI.

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