



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Lakeview PBM Solutions LLC Hires PR Etc. for Regional and National Public Relations Efforts

ROCKFORD, IL (December 8, 2011) — Lakeview PBM Solutions LLC, based in Racine, Wisconsin, selected PR Etc. to implement its public relations strategies and develop messaging for the newly formed company.

Lakeview PBM Solutions is a third-party pharmacy benefit manager offering transparent and cost-effective solutions for employers who want to provide prescription benefits to their employees.

PR Etc. will provide industry research, media training and will work with Lakeview PBM Solutions to develop the company's messaging to reach a wide-range of audiences.

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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