



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Savant Capital Management Retains PR Etc.

ROCKFORD, IL (January 31, 2012) — Savant Capital Management, a nationally recognized wealth management firm headquartered in Rockford, has retained PR Etc. to continue overseeing its local, regional, and national public relations initiatives. Savant has worked with PR Etc. since 2007 and during that time has gained visibility in such publications as the *Wall Street Journal*, *Forbes*, *BusinessWeek*, among others.

As Savant's national public relations firm, PR Etc. works with Savant to communicate Savant's expertise and spread brand awareness through national media outlets and build brand recognition in regional areas surrounding satellite offices.

"We are honored to continue working with Savant," said PR Etc. President Rebecca Epperson. "We truly value our relationship with this distinctive organization and are proud to be working with such an impressive group."

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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