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Industry Veteran Kraig Smith Opens New Public Relations Firm

CHICAGO (January 9, 2006) – PReturn Inc., a Chicago-based public relations firm specializing in education, healthcare, marketing services and tech industries, announced today that it has officially opened its doors to provide media relations and a full suite of complementary public relations services to marketers in Chicago and beyond.

“The new identity spells out exactly what marketers can expect when they work with us, an attractive return on their public relations investment,” said Founder Kraig Smith. “At PReturn, success is defined by client satisfaction and retention. We forecast results for marketers before launching a program, and this accountability has helped us build a track record of return business over the last few years that we plan to expand upon at PReturn.”

PReturn’s client base includes companies based in Los Angeles, San Francisco and New York, illustrating how the Internet and an increasingly connected society can set the stage for successful long distance business partnerships. PReturn’s competitive pricing and focus on results makes it an especially attractive partner for marketers from some of the nation’s largest cities.

In addition to media relations, PReturn also offers analyst relations, message development, media training, trade show support, thought leadership and other complementary services. Smith’s background includes several corporate and nonprofit client side positions, as well as stints at several Chicago-based PR firms, including a boutique firm Smith co-founded in 2002 and helped lead for more than three successful years.

About PReturn

PReturn is a full-service, results focused public relations agency specializing in media relations for education, healthcare, marketing services and tech industries. Clients appreciate PReturn’s tenacious approach to media relations and the full suite of services it offers, including message development and media training services. Clients include CARE Communications, CME LLC, CMP Healthcare Media and Performics, the performance marketing division of DoubleClick Digital Advertising Solutions. Learn more at www.preturn.com.