

FOR IMMEDIATE RELEASE

For more information:

Addie Reed
312.432.9406
areed@preturn.com



Kenshoo Retains PReturn for Public Relations Services

Global digital marketing software company chooses PReturn to manage U.S. public relations

CHICAGO – January 31, 2011 – PReturn Inc. (www.preturn.com) a full-service public relations agency specializing in traditional and online media relations, content creation, and thought leadership programs, today announced that **Kenshoo** (www.kenshoo.com), a global leader in search marketing and online advertising technology, has retained PReturn to manage its U.S. public relations program to promote the company’s digital marketing software for advertisers, agencies and marketing providers.

“Kenshoo has long focused on delivering quality solutions for online marketers, but we are raising our profile in 2011,” said Aaron Goldman, chief marketing officer at Kenshoo. “PR will play a big part in our efforts, and PReturn offers us deep industry expertise that can help us increase awareness about our innovative technology and capabilities.”

Media relations provides the foundation of the Kenshoo’s public relations program, and thought leadership efforts will increase the visibility of Kenshoo executives as contributors to media and industry events. PReturn will also provide consulting, editorial message development and training.

About Kenshoo

Kenshoo is a [digital marketing software](#) company that engineers technology solutions for search marketing and online advertising. Kenshoo’s global platform delivers the control, automation and results needed to make better investments across search, social and display campaigns. Advertisers, agencies and marketing providers use the Kenshoo Enterprise™ and Kenshoo Local™ suites to direct more than 15 billion USD in online sales revenue and more than 1 billion USD in annual ad spend. Kenshoo powers eight of the ten largest ad agency networks and five of the top ten retailers. With campaigns running in more than 100 countries, Kenshoo customers include such brands as Barnes and Noble, CareerBuilder, Facebook, Havas Digital, Hitwise, iREP, John Lewis, LendingTree, Omnicom Media Group, Sears, Starcom MediaVest Group, Walgreens, and Zappos. Kenshoo has nine international offices and is backed by Sequoia Capital and Arts Alliance. Please visit www.Kenshoo.com for more information.

About PReturn

With a history rooted in accountable media relations, PReturn creates and executes cost effective, strategic public relations programs that tap the authoritative benefits of editorial media while communicating directly with important audiences through social media, marketing communications and other direct channels to raise awareness, create thought leadership and build buzz. PReturn's approach evolves with the rapidly changing media landscape.

Clients appreciate PReturn's tenacious approach to media relations, commitment to quality in execution and full suite of complementary services, including message development and media training. PReturn helps companies create compelling, differentiating messages and leverage a comprehensive approach to media. Clients include [AdGooroo](#), [Care Communications](#), [eRenalMD](#), [ROI Research](#) and [Performics](#). Learn more at www.preturn.com.

– # # # –