

**FOR IMMEDIATE RELEASE**



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**LifeGem Memorials Retains PReturn Inc. for Public Relations Services**

*LifeGem Memorials chooses PReturn to manage consumer PR campaign*

**CHICAGO – November 1, 2006** – PReturn Inc., a full-service public relations agency specializing in consumer products, education, healthcare, marketing services and technology industries, today announced that LifeGem Memorials, the world’s first purveyor of diamond memorials, has retained PReturn to execute a multifaceted consumer public relations campaign.

“PReturn does what most agencies do not,” said Dean Vandenbiesen, VP of operations for LifeGem Memorials. “They’re results oriented, easily accessible, and not afraid to get on the phone and pitch.”

LifeGem Memorials developed the world’s first certified, high quality colored diamond created from the carbon of a loved one in 2002, to help family and friends memorialize the life of the deceased. Headquartered in Des Plaines, Ill., the company creates the LifeGem in varying sizes and colors through a worldwide network of certified partners. For more information on LifeGem Memorials visit [www.lifegem.com](http://www.lifegem.com).

**About PReturn**

PReturn is a full-service, results focused public relations agency specializing in media relations for consumer products, education, healthcare, marketing services and technology industries. Clients appreciate PReturn’s tenacious approach to media relations and the full suite of complementary services it offers, including message development and media training services. Clients include CARE Communications, CME LLC, CMPMedica and Performics, the performance marketing division of DoubleClick Digital Advertising Solutions. Learn more at [www.preturn.com](http://www.preturn.com).

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