

NEWS FOR IMMEDIATE RELEASE

**PECO Pallet Achieves New Business Growth Records
After Selecting Pratt & Buehl Advertising**

ATLANTA, October 29, 2009 ... PECO Pallet Inc. has become the fastest growing rental pallet manufacturer and systems supplier in the highly competitive supply chain pallet pooling industry with the help of an advance brand positioning strategy crafted and orchestrated by Pratt & Buehl.

PECO named Pratt & Buehl as their agency of record in 2008. The selection process took into account the Pratt & Buehl's exceptional abilities to develop big brand ideas for clients in logistical and supply chain markets. The objective was to grow PECO's preference by differentiating the brand's "Higher Standards" philosophy.

Results to date have been impressive. PECO set new sales records with a 35% increase in business. "There's little doubt that the creativity of the new campaign has the industry talking about PECO," stated Dan Buehl, CEO of Pratt & Buehl.

Pratt & Buehl is globally acknowledged for their thought leadership in business-to-business marketing. The agency has a history of achieving record-setting results for clients in terms of recognition, response and preference. The firm's leading blue chip client list also includes brand leaders in automotive, chemicals, information technologies, engineering/construction and packaging.

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