

NEWS FOR IMMEDIATE RELEASE

**New Case Study Documents
Impressive Return On Investment
For Innovative Press Release Strategy**

ATLANTA, November 10, 2009 ... With ROI figures running from 4 to 1 to 20 to 1 industrial engine, construction and agricultural equipment giant Yanmar America gained recognition, credibility and economic benefits from a new publicity strategy created by their agency, Pratt & Buehl.

The findings were part of an independent case study that monitored appearance and recall factors of Yanmar's new public relations campaign. The follow-up research defined a key "Value Quotient" that was used to demonstrate results. It was observed that annual ROI totals might well have been significantly higher if the universe of trade publications and electronic news media had been studied. In the current report twenty-six news resources were reviewed.

Also projected were the number of buyers who were reached direct by the interactive aspects of the Yamar PR initiative.

A copy of the case study is available from Pratt & Buehl (pratt-buehl.com) (404.231.2311). 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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