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Press Release-

Local PR Company Coasts into 7th Year with 3 New Accounts, and Counting ...

AR & Co. PR & Marketing celebrates lucky seven and foresees even more good fortune in 2009

Paso Robles, California (April 30, 2009) – Most businesses today are making dismal predictions about the fiscal year before us. But at least one Central Coast company sounds optimistic: AR & Co. PR and Marketing, one of the most respected public relations and marketing firms in San Luis Obispo County, is boasting a no-bluff forecast for success. Reaching its seventh year mark as a full-service advertising agency out of Paso Robles, AR & Co. has lost no momentum due to the seemingly crumbling economy, and instead coasts confidently into their eighth year with three brand-new brands to represent.

Owner and founder Angel Robinson, who has transformed AR & Co. from the little agency that could—a one-woman, one-client operation in her living room—into a lucrative business that supports six employees and a long list of clients from its headquarters in the historic Smith Building in downtown Paso Robles, says she looks forward to a productive and successful year. “Business is still business,” she says, “and companies of all kinds are still in need—perhaps more urgently than ever—of an agency that can efficiently and effectively express their message to a broader audience. With our deep roots in this field, and in this area, many of those businesses are coming to us for help defining their image and boosting awareness. We’re happy to use the many resources at our disposal to do so.”

Having just signed three new clients in time for her company’s seventh anniversary, Robinson says she feels lucky, but also confident that her company’s success has nothing to do with chance, and everything to do with the proven, measurable results it produces through publicity, media planning, branding campaigns, website writing and optimization, graphic design, promotional items, and more, for a growing number of customers.

Newest to the list of AR & Co. “beneficiaries” are: VERIS, a high-end, artisan candle and bath producer from Paso Robles for whom AR&Co. will be building national publicity and branding. Additionally AR & Co. is working on a new marketing campaign for DeCou Lumber hardware store in Atascadero; and a national re-branding campaign ThermoCare, Inc., a portable pet Intensive Care Unit manufacturer with a customer base worldwide. “The caliber and far-reaching consumer base of our newest clients are good

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indicators of how AR & Co. is doing, and where we are headed. So, yes, we are very optimistic about the future,” said Robinson.

Aside from its clients, AR & Co. also works hard to support numerous Central Coast community programs through generous contributions. Over the last few years, AR & Co. has donated over \$17,000 in total services to lucky organizations such as Paso Robles Lions Club, Paso Robles Boys and Girls Club, Your Orcutt Youth Organization (YOYO), Loaves and Fishes of Paso Robles, and the Plymouth Congregational Church—an inspiring sum even for a good economic climate.

Robinson says she is happy to give back to the community that has so supported her and her company from their humble beginnings. Community service will continue to be close to the heart of the growing company, which now helps clients small and large from all over the country. Clearly, after seven strong years, AR & Co. is much more than the little agency that could. It’s the agency that *can* and *will*—and it’s going places, even in these hard times.

AR & Co. is located in the historic Smith building at 1227 Park Street, Suites C, D & F, in downtown Paso Robles, California, right above the Paso Robles Chamber of Commerce. For more information about AR & Co. PR & Marketing, please call 805-239-4443 or visit their website at www.arandcompany.com.