



*YOU CAN'T BUILD A REPUTATION ON WHAT YOU ARE GOING TO DO.*

- HENRY FORD

**RMS Public Relations**

*Technology Product Review Press Program*



• Reliable Media Strategists •  
"PR Gets You Seen"

# *“PR Gets You Seen”*

*RESULTS* ARE THE BEST PREDICTOR OF FUTURE SUCCESS ...



• Reliable Media Strategists •  
“PR Gets You Seen”



Gourmet WEEKLY

gourmet.com / September 04, 2007



Is there anything more annoying than trying to close a half-eaten bag of potato chips? (Yes, I do have one of those clip things, but I can never find it when I need it. And rubber bands work only when there's not enough left to matter.) Now someone has finally come up with a solution to this thorny problem: zipper seals you can attach to any bag. I can't understand why nobody thought of this before. Unfortunately, QuickSeals are sold only at Publix grocery stores, so if you don't live in the South you'll have to buy your seals online. —Ruth Reichl

MORE FOOD NEWS:



**A FRIDGE TO MATCH YOUR VESPA**  
We were excited to learn that Insignia's super-hip Fab2S refrigerators will finally be making their way to the U.S. after more than a decade of being available exclusively in Europe—we love their bold neon colors and retro curves. For more info on getting the Fab2S's style in your kitchen, visit [sealsusa.com](http://sealsusa.com).

**PUCKER UP**  
Do you like sour foods? According to [fox.com](http://www.fox.com) research, you are genetically programmed to do so. Although science has already identified the sweet and bitter taste receptors, the sour receptors remain elusive. But not for long: Now that they know that a taste for sourness is partially genetically determined, scientists might be able to use genetic analysis to identify sour

FIELD TEST  
WHAT WORKS, WHAT DOESN'T  
Baggie Storage System Seals The Deal

Neese Products, Inc. has launched QuickSeals, a food baggie storage system that converts nearly any bagged or boxed food item into a resealable storage container.

> Cost and where available: Quick Seals is offered in a six-pack (three medium and three large size seals) for \$1.29 a 20-pack (10 medium and 10 large size seals) for \$3.49 and a 150-pack (75 medium and 75 large) for \$24.95. The seals can be found at [quickseals.com](http://quickseals.com) and soon at most Wal-Mart stores.

> How it works: Quick Seals resemble the top part of a zipper bag with a zip-slider top and two self-adhesive strips that attach to our opened food bag.

I tested the product on an open bag of potato chips. My first attempt was sloppy. I stuck the product on wrong. But with a little help from a co-worker, we placed the Quick Seal on the bag.

> Would I buy the product again? Maybe. I normally use bag clips or clothes pins to seal my snack bags, but Quick Seals did work as well as my clips and kept my chips fresh, even a week later.

> One more thing: These single-use storage baggies go from freezer to microwave.

—Karen Dees, St. Louis Post-Dispatch



CULINARY QuickSeals® Puts a Zip on Consumer Food Waste

Now that the holiday season is in full swing, it's time to think about the food that's left over. QuickSeals are a simple, easy-to-use solution that can help you reduce food waste and save money. They are made of a special material that is designed to fit snugly over the top of any bag or container. This allows you to seal the bag or container and keep the food fresh for a longer period of time. QuickSeals are also easy to use and can be used on a variety of different types of bags and containers. They are a great way to keep your food fresh and reduce food waste.

**Popcorn: An Oscar-worthy Snack**  
When you're looking for a healthy snack, popcorn is a great choice. It's low in fat and calories, and it's a good source of fiber. Popcorn is also a great snack for kids. You can make popcorn at home, and you can use QuickSeals to keep it fresh. QuickSeals are a simple, easy-to-use solution that can help you reduce food waste and save money. They are made of a special material that is designed to fit snugly over the top of any bag or container. This allows you to seal the bag or container and keep the food fresh for a longer period of time. QuickSeals are also easy to use and can be used on a variety of different types of bags and containers. They are a great way to keep your food fresh and reduce food waste.



**Daily Fave**  
—top picks from Parenting magazine editors

Ever tried feeding your kid a stale veggie puff? Get a few of these cool bag sealers, and you'll never have to. Just pop a QuickSeal over the top of any opened soft package — it fastens with a gentle adhesive and keeps air out much better than a clip ever could. To reopen (and we know you can't stop at just one potato chip!), just slide the zipper.

\*Price: \$1.49 for a pack of 6, \$4 for a 20-pack, \$20 for 150  
\*Manufacturer: QuickSeals



Creative Media Strategists  
"It Gets You Seen"

# QuickSeals



**Additional Information:** MSRP: \$1.99. For more information visit [www.quickseals.com](http://www.quickseals.com).

**Seal of approval**

QUICKSEALS, manufactured by Phoenix-based Neese Products, Inc., is a resealable storage system. It's not only a resealable storage container, thereby preventing condensation from forming and the original package with these other important marketing considerations: product information. Encapsulating a zip slider top and adhesive strips to form an airtight seal with food bags and boxes, the multifunction storage bags help keep items fresh and prevent spillage. QuickSeals are particularly convenient and can be used in the microwave. A 20-pack of 10-ounce medium and 10-11 inch large bags retails for a suggested \$1.99, and a "Try Me Pack" of three medium and three large bags retails for \$1.99. Contact QuickSeals, Inc. for more information at [www.quickseals.com](http://www.quickseals.com) or (800) 705-4000 or learn more.



Everyone can use QuickSeals

Wheat Thins (100% whole grain) and great price like a winner! The bag is full of original wheat thins (the light and the great...)

QuickSeal: Form and function! All around the product, the bag is sealed in a way to prevent spillage and keep the wheat thins fresh and crisp.



Cuisine what's new



Keep It Fresh

QuickSeals turn virtually any package into a resealable, air-tight, airtight storage container. Just peel and press. These multi-use storage bags go from Pantry to microwave.

[www.quickseals.com](http://www.quickseals.com)

— THE SHELLEY REPORT OF THE SOUTHEAST —

**NEESE PRODUCTS INC.**

QuickSeals is a new food baggie storage system that converts nearly any packaged food item into a resealable storage container, keeping snacks and other perishables fresh and preventing costly food waste. The product, from Neese Products Inc. in Phoenix, Ariz., uses a zip slider top and adhesive strips to form a seal.

with consumers' favorite food bags or boxes, sealing in freshness and preventing spillage. These multi-use storage bags go easily from freezer to microwave or from pantry to plate.

For use with both household pantries and freezers, consumers can lock in freshness without disposing of the original product packaging which often contains valuable cooking instructions or serving and nutritional information. QuickSeals forms an airtight barrier that helps to eliminate infestation and other food spoilage, making it a must-have for travelers, backpackers, RVers or anyone on the go.

QuickSeals is offered in a 20-pack (10 medium and 10 large size) for \$3.49; a six-pack (three medium and three large) for \$1.29; and a 150-pack (75 medium and 75 large) for \$24.99. (800) 705-4000; [www.QuickSeals.com](http://www.QuickSeals.com).

## Staten Island Advance

**An end to soggy chips and crunchy pasta**

With a zip slider and some adhesive strips, Quickseals turn every bag into one that can be resealed.



**Your Guide to Camping.**  
From David Sweet

By: Tim Donaldson

**Product Review: QuickSeals Baggie Storage System**

How many times have you been out on the trail and opened up a bag of chips or some other packaged snack food and wished that you had a way to re-seal the bag for the return trip? If you're like me, probably only once!

First of all, a bag of chips will likely turn into a bag of highly-refined powder by the time you are ready to eat them. Then, if you are brave enough to actually open up the bag of pulverized contents, there is no way of assuring that the package will not re-open on the way home. If you haven't experienced this personally, you can certainly imagine what the inside of your ATV bag will be like at the end of long, rough journeys.

Now, there is a new product on the market that will ensure that packaged food contents remain where they belong. Appropriately named QuickSeals, the baggie system is a versatile, easy-to-use, food storage



Kelvin Media Strategists  
"It Sets You Free"

OUR CLIENTS IN THE NEWS ...

*Everything comes to him who hustles while he waits.*

- Thomas Edison

**Broadcast/Radio Coverage**

**Television Coverage**



March 06, 2007  
**NBC Today Show**  
(01.06)

April 2007  
**Radio 1310 KXAM**  
The Kim and Don Show [Phoenix]  
(00.14)



March 20, 2007  
**KPNX-TV Channel 12**  
News Up Front  
(01.00)

May 2007  
**Radio 1310 KXAM**  
The Kim and Don Show [Phoenix]  
(01.06)



June 15, 2007  
**ABC 15 Sonoran Living Live**  
(03.14)

May 2007  
**Radio 1310 KXAM**  
The Kim and Don Show [Phoenix]  
(00.55)

1. 1105 Media, Inc.
2. 48 North Sailing Magazine
3. 97.7 Calgary FM
4. ABC News
5. About.com Guide to Camping
6. American Urban Radio Networks
7. Anchorage Daily News
8. Arizona Daily Star
9. Arkansas Democrat-Gazette
10. Atlanta Journal-Constitution
11. ATV Source.com Product Review
12. Babytalk Magazine
13. Baltimore Sun (The Gear Box)
14. BC Outdoors Sportfishing Magazine
15. Bergen News/The Sun Bulletin
16. Big Apple Parent/Brooklyn Parent/Queens Parent
17. Bird Dog & Retriever News
18. BiteoftheBest.com
19. Blueprint Magazine
20. Bon Appetit
21. Bountiful Cupboard Magazine
22. BR Parents
23. C and L Distributing, Inc.
24. Cabin Life Magazine
25. Calgary's Child Magazine
26. Camping Today
27. Canadian Fly Fisher Magazine
28. Canadian Grocer
29. Canadian Homes & Cottages
30. Casual Living
31. Catalyst Organizing
32. CBS News - The Early Show
33. CELEBRATIONS Magazine
34. Chatelaine
35. Chattanooga Times Free Press
36. Chicago Tribune
37. Cincinnati Parent
38. Collin County Kids
39. ColoRadio Communications Group
40. Cooking Light
41. Cooking Light Magazine
42. Cooking Pleasures
43. Cottage Life Magazine
44. Country Living
45. Creative Voice & Media
46. CRN Digital Talk
47. Cruising World, Sailing World and Power Cruising Magazines
48. CS Monitor
49. Daily Herald
50. Datamonitor, Inc.
51. Edmond Sun
52. el Restaurante Mexicano
53. Elite Wine, Food & Travel Magazine
54. Entrepreneur
55. Environmental Directions Radio
56. Eons.com
57. Ever Seen Style Magazine
58. Everyday Food
59. eWeek
60. Exercise For Men Only
61. Family Motor Coaching Magazine
62. Fanciful Feastings
63. Ferguson Publishing & Communications (Great American Outdoor Trails Radio Magazine)
64. Fishing Tackle Retailer
65. Fishing The Midwest TV
66. Florida Coast Living Magazine
67. Florida Restaurant & Lodging Magazine
68. Florida Sportsman
69. FNH News Service
70. Food & Wine
71. Fort Worth Star-Telegram
72. Freelance Journalist
73. FUN 107-FM
74. Gary Finch Outdoors
75. Gear Diary
76. Gift Shop Magazine
77. Globe and Mail
78. GoNOMAD.com
79. Gourmet
80. Gourmet News
81. Grandparents Magazine
82. Great American Publishing
83. Great Lakes Angler Magazine
84. Great Taste Magazine
85. Grocery Headquarters
86. Gwinnett Daily Post
87. Health
88. Hemispheres - The Magazine of United Airlines
89. Hemispheres Magazine
90. HFN
91. High Noon Entertainment
92. Hobby Farms, Hobby Farm Home
93. Houston Chronicle
94. Houston Style Magazine
95. Indy's Child & All About Kids Parenting Magazines
96. International Travel News
97. Island Fisherman Magazine
98. Jad Productions
99. Jewish Herald-Voice
100. KXAM
101. KXAM
102. Ladies Home Journal
103. Lakestyle Magazine
104. Leite's Culinary
105. Let's Talk Hook-up (1090 AM)
106. Life Bites News
107. Life Magazine
108. Lincoln Journal Star
109. Living Abroad
110. Living Well Magazine
111. Maclean's Magazine
112. Mariner Magazine
113. Marlin Magazine
114. Martha Stewart Living
115. Mass Market Retailers
116. May Media Group
117. Metro Toronto
118. Milwaukee Journal Sentinel
119. Mississippi Public Broadcasting
120. Model Aviation
121. Mommy Too! Magazine
122. MomTrends
123. Montreal Gazette
124. National Bass Fishing Show
125. New England Food Service
126. Newsday's Parents & Children Magazine
127. North Shore Magazine
128. North Shore News
129. Northeast Mississippi Daily Journal
130. Northern Breezes, Inc.
131. Oakland Tribune
132. Ocean Navigator Magazine
133. Outdoor Life
134. Outdoorsmen
135. PA Outdoor Times
136. Packaging Management Update
137. Pandemonium Productions
138. Parent Wise Austin Magazine
139. ParenTalk
140. Parenting
141. ParentMap Newsmagazine
142. Parents
143. PassageMaker Magazine
144. Pennsylvania Outdoor Life - WNEP-TV
145. People Magazine
146. Phoenix Media Network
147. PL Buyer
148. Pork Magazine
149. Port Arthur News
150. Prevention Guides



151. Product Alert
152. Rachel Ray
153. RainyDay Magazine
154. Restaurant News of the Rockies
155. RI Roads
156. RV News
157. SAIL Magazine
158. Sailing Magazine
159. San Antonio Express News
160. San Jose Mercury News
161. Sandusky Register
162. Sarasota Herald-Tribune
163. Seasonal & Lifestyle Publications
164. Self Magazine
165. Shelby Publishing Co.
166. Shelby Report
167. SI Parent
168. Simon & Baker Travel Review
169. Single Mother
170. SMOKE
171. Soak Magazine
172. Specialty News
173. Specialty Retail Report
174. SPOSA Magazine
175. St. Louis Post-Dispatch
176. Star-Telegraph/Catfish Gold Magazine/Texas Fish & Game Magazine
177. Staten Island Advance/Newhouse News Service
178. Steubenville Herald Star
179. Suburban Journals
180. Sun Prairie's Newspaper
181. Supermarket Guru (The Today) Show
182. Tampa Bay Illustrated
183. Taste of Home
184. Texas Fishing Outdoors Radio
185. The Artist's Magazine
186. The Big Idea with Donny Deutsch - CNBC
187. The Cincinnati Enquirer
188. The Consultant
189. The Cooking Couple
190. The Daily Show
191. The Edmonton Sun
192. The Food Syndicate
193. The Gadgeteer
194. The Gadsden Times
195. The Good Housekeeping Research Institute
196. The Gourmet Retailer Magazine
197. The Guetzloe Report - WAMT 1190 AM
198. The Intelligencer
199. The Messenger
200. The National Parenting Center

201. The Packer
202. The Parent Guide
203. The Parent Paper
204. The Patriot-News
205. The Soy Daily
206. Threads
207. Time Magazine
208. Times Leader
209. Today's Creative Home Arts
210. Today's Diet & Nutrition
211. Trave-Watch
212. VegNews
213. Washington Post
214. Washington Post Express
215. WCUB
216. Weight Watchers Cookbooks
217. WeightWatchers.com
218. WFLA - NBC TV
219. Williamsport Sun-Gazette
220. Wine & Spirits
221. WIZM - AM
222. Woman's Day
223. Woman's Day Special Interest Publication
224. Women's Day
225. Woods and Waters USA
226. Working Mother
227. WPTV-TV
228. WTVY-TV
229. Your Life Magazine



**Total Ad Equivalency for QuickSeals:**  
**\$13,530,560**

*Imagination is more important than knowledge*  
 - Albert Einstein





**Shrink your grooming products.** Cosmetics companies got the memo: Nearly all offer travel-size sets, compacts of coordinating color cosmetics and single-use packets. Now nail polish remover, deodorant, makeup remover and even styling gel come in pre-moistened, single-use towelettes from La Fresh ([www.LaFreshGroup.com](http://www.LaFreshGroup.com)). Minimus ([www.minimus.biz](http://www.minimus.biz)) carries a





Travel light

You have a short business trip or quick weekend getaway and don't want the hassle of packing all the stuff in your medicine cabinet. The solution may be TSA-compliant travel packets from Ontario, Calif.-based La Fresh. In the ever's pocket size, you get deodorant wipes, anti-bacterial towelettes, astringent, Dental Diger mints (that let you use your finger like a toothbrush), styling gel, shoe-polishing towelette and wet-cleaning wipes. All of this comes in a small, plastic, resealable bag that folds up almost as space in your suitcase as the contents.

PACKAGING DIGEST



A clean finish

Entrepreneur realizes the American Dream by launching a wet-wipe manufacturing company, and it all began with a single wet wipe.

**Wet Wipe** is a leading manufacturer of wet-wipe products. The company's success is a result of its commitment to quality and innovation. The company's products are used in a wide range of applications, from home cleaning to industrial use. The company's success is a result of its commitment to quality and innovation. The company's products are used in a wide range of applications, from home cleaning to industrial use.

SKIN CANCER AND PHOTOAGING UPDATE

A look at new and research highlights.

NEW SUNSCREEN WIPES OFFER MORE CONVENIENT UV PROTECTION

The recent introduction of La Fresh Sunscreen Wipes, by La Fresh Group (Ontario, Calif.) may make it easier for many patients to take their dermatologist's sun protection advice.

In fact, some dermatologists could do well to follow the example of their colleague Dr. Aaliyah Zaid, of Piedmont Press, N.C., who says, in her 23 years in practice, has tried nearly everything to encourage sunscreen use among her patients.

She recently achieved some success in this goal after placing a basket of the single-use SPF 30 sunscreen towelettes in the waiting room of her office. She finds her patients have been taking them on their way out and report that they are using them, largely because they're convenient.

"It's not convenient to carry around a bottle of sunscreen, but sunscreen wipes are fit into your wallet or pocket."

As long as they use sunscreen, Dr. Zaid says.

The single-use SPF 30 sunscreen towelettes are effective in blocking UVA and UVB rays. According to company literature, the towelettes are made from biodegradable material and are approved by the Transportation Security Administration.



Your Life! Magazine.com  
 Holiday Gift Guide 2008  
 Our most awesome gift guide ever!  
 Includes: Gifts that support good causes  
 STOCKING STUFFERS FOR HIM!  
 This set the Smart-Do-It-All factor and a new look is made also for you a working medical professional!

SPORTING CLAYS THE WINGSHOOTER'S MAGAZINE

Richard Faulds Wins World Gold  
 FRESH GEAR GUIDE  
 Take Our 2009 TRAP TOUR  
 Steel Shot Basics For Clays

La Fresh Natural Insect Repellent

With incidences of West Nile Virus outbreaks on the rise in communities throughout the US and abroad, this new repellent recently launched by La Fresh Group can help protect sports and prevent infections. The biotech, individually wrapped, biodegradable, paraben-free Natural Insect Repellent Towelettes are perfect for travel and easily stored in shooting bags or pockets. The strong, long-lasting repellency against mosquitoes, ticks, and other insects is achieved in its all-natural ingredients, including the oil of peppermint, eucalyptus, clove, cedar, wheat germ, and Vitamin E for a pleasant-smelling and effective, DEET free alternative. (800) 352-0743, www.lafreshgroup.com

OUTDOORS  
 The Patchwork Sun | Saturday, October 11, 2009 | patchworksun.com

La Fresh Insect Repellent Wipes go for \$4.99 for a six-pack of the individually wrapped, biodegradable towelettes. Especially before ticks vanish, however, I still look to a thorough treatment of my clothing with a permamone repellent (an acaricide, really) to armor me from bug pests.



# Thing To Do

THE MONTHLY REVIEW OF COOL TOOLS



The La Fresh Tech Pack may not be "geek approved," but it sure gets Bat's Seal of Approval for keeping our gear spanking clean while traveling. Road-tested, the travel pack contains 4 Wet & Dry Dual Action Screen Cleaning towelette packets; 3 Anti-Bacterial towelette packets; and 3 Lens Cleaning towelette packets. Keep the road grit, snot, soil, grunge-bunnies, dust, and germs off your laptop, hand-holds, cell phones, cams, glasses and (yes) your hands. This is a discreet, all-in-one way to be a sneaky clean-freak without raising eyebrows. [www.LaFreshGroup.com](http://www.LaFreshGroup.com)



## The Pack that Keeps you Clean and Fresh

La Fresh, a pioneer in individual convenience, has created a new product aimed at making a round of golf more enjoyable - the La Fresh Golf Pack. These zip-top packets include all the personal care items a golfer needs, but in ultra-portable, single-use, TSA-approved sizes. The La Fresh Golf Pack includes individually packaged towelettes, all-natural biodegradable insect repellent, sunscreen SPF 30, shoe shine spray and deodorant for men.

"Our new La Fresh Golf Pack provides high-quality products while only adding three ounces of weight to a golf bag, which is the same as about two golf balls," explains Eric Yee, president of La Fresh Group. The La Fresh Golf Pack retails for \$19.99. For more, visit [www.lafreshgroup.com](http://www.lafreshgroup.com).



**Both of you! Bug off!**

Don't let a pesky bug ruin your golf game. The La Fresh Golf Pack includes a natural, biodegradable insect repellent that keeps you and your gear bug-free all day long. The repellent is contained in a small, single-use packet that fits perfectly in your golf bag. It's the perfect solution for keeping you and your gear bug-free all day long.

For more information, visit [www.lafreshgroup.com](http://www.lafreshgroup.com).

**LA FRESH OFFER RELIEF**

Disappointed La Fresh Group is now offering a packet of innovative beauty for golfers designed to keep your hair, protect the skin from the sun's harmful rays, clean the golf shoes and provide a hydrated and soft sensation.

Enter the Golf Pack. The product contains multiple towelette packets with five different products - a natural, biodegradable insect repellent, a SPF30 sunscreen, a shoe shine and a deodorant - all designed to protect against odor and wetness. The moisture packet comes in a design to fit golf bags.

For more information, visit [www.lafreshgroup.com](http://www.lafreshgroup.com).

# GULFSCAPES

La Fresh Travel Kits for Men and Her make traveling during your big day easier. The single-use personal care kit includes: Moisturizing After-Shave Towelette packet, Eye & Lipso Soothing Towelette packet, Anti-Bacterial Towelette packet, Moist Heat Exhaust Relief Towelette packet, Skin Soothing Towelette packet, Deodorant Towelette packet, Women's Towelette packet, Shaving Gel packet, Foaming Shave Towelette packet, Men's Shave Towelette packet, Lens Cleaning Towelette packet, Screen Cleaning Towelette packet, All-natural Insect Repellent, Shoe Shine Spray and SPF 30 Sunscreen.

[www.LaFreshGroup.com](http://www.LaFreshGroup.com)



1. 97.7 Calgary FM
2. AAA
3. AAHOA Lodging Business
4. About.com
5. Air Transport World
6. AlaskaTravelGram / SeattleTravelGram
7. American Driver Magazine
8. AOL Canada
9. Atlanta Life Magazine
10. Automotive Traveler
11. Aviation Week
12. Beck Media Group (Bella Magazine/Fella Magazine)
13. BoomerGirl.com/The News Center
14. Booth Newspapers
15. Byte Slaves
16. CAA Magazine
17. Camping Today
18. CanWest Interactive
19. Caribbean Living
20. Charlotte Taste
21. Chicago Tribune
22. Chill Media
23. Coastal Living
24. Cogeco Cable Television
25. ColoRadio Communications Group
26. Compass (Gregory Mantell show)
27. Connect Texas
28. Cookie Magazine
29. Country Girl, City Life Blog
30. Cruising World Magazine
31. Culinary Travels with Dave Eckert
32. Cutie Review
33. Daily Herald Chicago
34. DailyBeauty.com
35. Dallas Morning News
36. Dancingmeatballs.com
37. Destination Weddings
38. Destination Weddings & Honeymoons Magazine
39. DFW Newspapers
40. Eastern Home & Travel
41. EDGE Publications
42. Edmonton Journal Newsroom
43. ELLE Canada
44. enRoute Magazine
45. Entertainment News
46. Entrée Travel Newsletter
47. Escapees Magazine
48. Every Day With Rachael Ray
49. FamilyTravelFiles.com
50. FNAnews.com
51. Foam Magazine
52. Food & Wine Magazine
53. FOX News Radio
54. Fun 107-FM
55. Glambassadors
56. Gulfsapes
57. Hardlines
58. Hays Ventures
59. Healthcare Traveler
60. Highroads
61. Homeland Defense Journal
62. Hotel & Motel Management Magazine
63. Houston Style Magazine
64. IN New York
65. Indulge Magazine
66. Insider Magazine
67. Intermezzo Magazine
68. Journalist
69. KGO Newstalk Radio "On-the-Go"
70. KidznFun.com
71. Las Vegas Trade Show Guide
72. Life Bites News
73. LIFE ON THE WATER Magazine
74. Lifestyle Magazine
75. LipstickLifestyle.com
76. Los Angeles Times (4 articles)
77. Lynn Seldon Inc.
78. Madden Media
79. Michigan Living Magazine
80. Midwest Living
81. Modern Bride
82. Mpls.St.Paul Magazine
83. Naples Illustrated
84. Nashville Lifestyles
85. Nationwide Intelligence
86. Newsday
87. Newsday's Parents & Children Magazine
88. News-Herald
89. Niagara Falls Reporter
90. Now What Baby
91. NY Beauty Secrets Examiner
92. OAC
93. Oxygen and Clean Eating
94. Pathfinders - Travel Magazine for People of Color
95. PDXposed
96. Points North Magazine
97. Practical Gourmet
98. Premier Tourism Marketing
99. Promo Magazine
100. Recreation News



101. RI Roads
102. Romantic Traveling
103. Route 66 Pulse Newspaper
104. RV Lifestyles Magazine
105. RV Xtreme Magazine
106. Sacramento Bee
107. San Diego Magazine
108. Sheree Bykofsky Associates, Inc.
109. Sheryll Alexander Writing & Design
110. Simon & Baker Travel Review
111. SkyWest Magazine
112. Southern Bride and Romantic Destinations
113. Southern California Life After 50 Magazine
114. Southern Living
115. St. John Sun Times
116. Star 102.5 FM
117. Tee Ball Golf Enterprises
118. Texas Highways Magazine
119. The Christian Science Monitor
120. The Columbus Times Newspaper
121. The Daily News
122. The Edmonton Sun
123. The Globe and Mail
124. The Globetrotter
125. The Knack
126. The National Parenting Center
127. The Out Traveler
128. The Repository
129. The Sun Courier
130. The Tennessean
131. The Washington Post
132. Travel + Leisure (3 articles)
133. Travel Planners Syndicated Radio Shows
134. Travel Weekly
135. Travel Writer
136. Traveling in my World
137. TravelLady
138. TravelMole
139. TravelTechTalk
140. Tribune Media Services
141. Venice Gondolier Sun
142. VIA Magazine
143. Washington Post
144. WELCOME Magazine
145. Westco
146. What's On - TV
147. WHERE Boston
148. WHERE Chicago
149. Where To Go Next
150. Wikitravel

151. Winnipeg Men Magazine
152. Your Life Magazine



**Total Ad Equivalency for La Fresh:**  
**\$4,250,050**

*Even a mistake may turn out to be the one thing necessary to a worthwhile achievement.*  
 - Henry Ford



## CLIENT QUOTES

“What impressed me most about RMS was how quickly they were able to achieve substantial media exposure for us. Coverage, such as our two appearances on *CNBC – the Big Idea with Donny Deutsch*, as well as *ABC News*, *Good Housekeeping*, *NBC TODAY Show*, *Progressive Grocer* and the dozens and dozens of other radio shows and print publications, really helped us define our brand in the market.”

-- Denise Bein, inventor and co-owner of QuickSeals ([www.QuickSeals.com](http://www.QuickSeals.com))

“We felt that our low-carb and sugar-free cocktail mixes would have broad consumer appeal, and we were pleased to see this play out in the press courtesy of the efforts of RMS. The visibility we achieved from their success with the *Chicago Sun-Times* food section, *Denver Post*, *Fitness* magazine, *Forbes*, *Newsweek* (both in the US and Japan), *TIME* magazine, *USA Today* and dozens more, helped bring distributor opportunities to us and raise our brand awareness.”

-- Craig Cook, inventor and co-owner of Baja Bob's Cocktail Mixes ([www.BajaBobs.com](http://www.BajaBobs.com))

## CLIENT QUOTES

"RMS continues to deliver excellent PR services introducing our new products to the market during the critical early stages of our growth, including over 100 points of coverage in print, media and online sources."

-- Steven D'Antoni, Vice President, Origin Laboratories, LLC ([www.Purosol.com](http://www.Purosol.com))

"With the constantly changing dynamic in today's Consumer Electronics world, it's hard for me to imagine where Saitek would be as a company without the strong PR results that RMS has brought us. They have delivered time and time again, and they remain the major strategic factor in our ongoing Guerilla Marketing efforts."

-- Michael Dotson, Senior Vice President of Sales and Marketing, Saitek USA ([www.saitek.com](http://www.saitek.com))

*The purest treasure mortal times can afford is a spotless reputation*

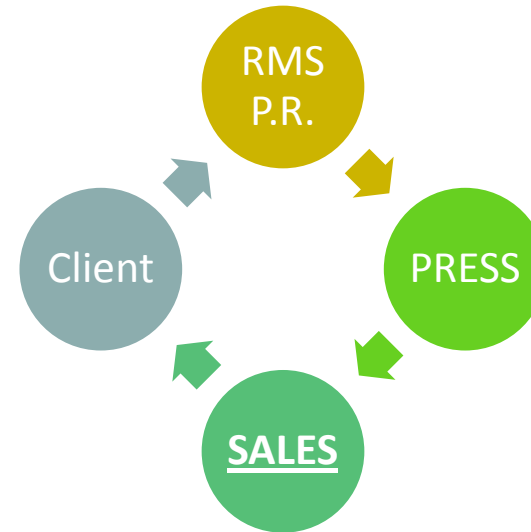
- William Shakespeare 1564-1616



## Typical Return-on-Investment (ROI)

- ✓ RMS clients historically have received 50x their dollar spend in equivalent exposure (based on very conservative and published ad equivalency dollar numbers)
- ✓ Editorial exposure offers the power of 3<sup>rd</sup> party endorsement
- ✓ Online editorial articles improve Search Engine Optimization (SEO) as Google weighs editorial content *higher* than ad placements

## Product Placement Cycle



## Program Summary

### RMS Product Review Placement Program:

- Product Review Press Programs cost between \$4000 - \$12,000/mo (varies by products/category)
- RMS will aggressively work on your behalf to secure print, online, radio and broadcast editorial coverage (not advertorials or paid placements) in relevant consumer and/or vertical trade publications (media targets chosen by product orientation and target audience)
- All coverage will be tracked and converted to an electronic format that can be shared with customers and posted on Web sites to demonstrate 3<sup>rd</sup> party endorsement
- **FAST!** RMS can get up-to-speed in ONE call and start a product review program for your clients within a seven day timeframe; no long, drawn out contracts – *just results*

