

*2004: Yearend Review*

*This year marked Absolutely PR's fifth year in business and the company was blessed with many helpful relationships and fortunate opportunities during the year. First quarter a national placement occurred in the Discover Financial Services "Inside Biz" newsletter that circulates to 1.3 million recipients.*

*A sample is included courtesy of the nice people at Discover Financial Services. Concurrently, APR's contact lens client was featured on a segment for the E! Style Network, reaching some 33 million subscribers, and I was interviewed about crisis management on 850 KOA Radio for a morning drive segment. National placements were also achieved in Inc. Magazine, the Washington Times and Woman's World during 2004.*

*Absolutely PR's trade media campaign for a Denver-based medical device manufacturer went into its second contract and thus far has exceeded 3 million in circulation reach with an ad value equivalency of more than \$113,000. Further, a Fortune 500 company using APR services for Denver localization achieved six placements with its Metro Denver announcement exceeding 1.4 million in circulation reach and \$16,000 in ad value equivalency.*

*It's been a very good year and we're looking forward to 2005 and continuing to help clients achieve their media relations objectives.*

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