



2005:

Yearend Review

This year marked Absolutely PR's sixth year in business and the company was blessed yet again with many helpful relationships and fortunate opportunities during the year.

*First quarter a national placement was achieved in the Washington Post for Baxa Corporation on the Safe Handling of Hazardous Drugs Issue, referencing both Baxa and the related product they distributed to help the problem. Baxa also enjoyed a number of strategic local media placements through the assistance of Absolutely PR in 2005, including: Colorado Company Magazine, ColoradoBiz Magazine, 9 News "Where in the Town is Gregg Moss," the Rocky Mountain News and the Denver Business Journal. Baxa Corporation's media relations campaign — now in its third year — has just exceeded **11 million** in circulation reach and more than **\$300,000** in dollar value based on ad value equivalency metrics.*

Further, Maggie Holben was interviewed and quoted as a PR expert by the Denver Post, Boulder Daily Camera (twice) and the Colorado Daily. Holben was also asked to join the board of Colorado Bioscience Association (CBSA) in April and was certified as an Industry Analyst Relations Practitioner in October. She chairs the CBSA's Communications Committee and has been assisting in launching a media relations effort — focused on national placements — for the association.

Absolutely PR continued representing a Fortune 500 company for Colorado and Denver editorial localization in 2005, achieving key placements in both the Colorado Springs Business Journal and Denver Business Journal. On the horizon in 2006 is a relationship with the national America Responds with Love (ARWL) organization. ARWL's RespondWithLove.org website is revolutionizing how and where donors donate to those in need and is providing both targetability and accountability to the process that hasn't been available before. Be watching and listening for additional details. As you've read, it's been a very good year at Absolutely PR and we're looking forward to 2006 and continuing to help clients achieve their media awareness objectives.

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