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Eolas Consulting, L.L.C.

Objective:

In 2001, Geyer Communications partnered with EMBA, Inc. to help launch Eolas Consulting, L.L.C. (EC), a developer of integrated knowledge management information systems based in Wheaton, Ill.

Strategy:

Geyer Communications drafted press releases announcing milestone events in the company's evolution and managed all media activities, among them press list development, press release dissemination and editorial follow-up.

Results:

EC received better-than-expected coverage from the press releases sent to local and national media contacts. A random sampling of the clips collected included items appearing in the *Daily Herald*, *Crain's*, *Colorado Globe*, *The May Report*, *Upside Business Directory*, *Knowledge Management* and *Yahoo!*