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FOR IMMEDIATE RELEASE

Picture This Communications Appoints Director of Client Services

ATLANTA – (March 12, 2010) – Picture This Communications, a leading interactive services company, announced today that Robert Landreth will assume the role of Director, Client Services. In conjunction with supervising and supporting the company's ongoing client projects and internal project initiatives, Robert will take a lead role in supporting the company's expansion and immersion towards leveraging social media into the company's existing marketing strategies and application offerings.

"We're excited about the 28 years of business expertise that Robert will bring to this role. Robert's strong business background, his network and most importantly his drive and enthusiasm are perfect for this assignment. The need for this role stems from the tremendous success we have had applying a '360 degree' approach to our client marketing and application development initiatives", said Jim Harris, President, Picture This Communications.

"Our company's initiative to integrate our website development into a Content Management System (CMS) framework has exceeded our expectations. The use of the Content Management System empowers our clients to easily update, add, and syndicate content themselves – in a way that fully leverages the latest search engines best-practices. Our clients are able to benefit from our strategic marketing expertise, and use it to penetrate the social media outlets such as Facebook, Twitter, Linked-In, Blogs, etc." said Harris.

The company plans to continue to expand its efforts to development "e-business" marketing strategies that leverage content managed websites, interactive games, and video to provide a synergistic mix of solutions that maximize client business objectives.

About Picture This Communications
Picture This Communications, founded in 1997, is a provider of strategic interactive "e-business" solutions. Picture This Communications' core services include interactive marketing strategy, interactive game development, interactive trade show kiosk applications, and custom web applications. For more information about Picture This, visit www.picturethis.org

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