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Absolute Performance Selects GD&A Advertising and Public Relations

DENVER—Absolute Performance of Boulder, Colo., has selected GD&A Advertising and Public Relations as its agency of record. GD&A is responsible for the direct marketing, public relations, and advertising in positioning Absolute Performance's high availability IT solutions.

“We've developed a campaign in partnership with Absolute Performance that leverages GD&A's outstanding track record of successful high-tech marketing programs,” said Jim Koehler, president and CEO of GD&A. “Effective positioning, creative public relations initiatives, and marketing efforts that directly impact sales are key to establishing awareness of and preference for Absolute Performance.”

Founded in 1997, Absolute Performance designs, builds, manages and monitors critical information technology systems and supports business functions that require 24x7 availability.

About GD&A

GD&A is a Denver-based advertising and public relations agency serving the needs of local, national, and international clients. GD&A also provides interactive and direct marketing services and specializes in integrated marketing campaigns for consumer, high-tech, business-to-business, e-commerce and other clients. For more information on GD&A, call 303-623-1190 x229 or visit www.gda-advertising.com.

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