



*For Release on Sept. 10, 2009*

## **1<sup>st</sup> Team, PrecisionBS team up**

*Agreement between local small businesses creates greater capabilities*

JOHNSTOWN, Pa. – 1<sup>st</sup> Team, a strategic marketing, advertising and public relations firm based in downtown Johnstown, and Precision Business Solutions of Ebensburg, a leader in IT services, announced today that they have finalized a teaming agreement that will allow the two separate companies to employ each other's services, resulting in greater combined capabilities.

Increasing demand for online and other virtual marketing channels has created unique opportunities for businesses. PrecisionBS and 1<sup>st</sup> Team believe combining their capabilities places them in a position to better service the growing marketing needs of companies throughout the tri-state area.

"The vast majority of companies are beginning to realize the importance of Web-based marketing services," said Ryan Gindlesperger, president and CEO of 1<sup>st</sup> Team. "As we move into a new age of technology, specifically in terms of handheld devices, we recognize the need to better serve the companies within our markets. Many of the larger marketing and advertising houses have begun to focus their attention on new ways to exploit the virtual channels. We feel that PrecisionBS is the right fit to achieve these goals for both our clients and our company."

Both companies see the agreement as a way to significantly increase their market area without taking on additional overhead and risk. The companies are using their combined offerings as a way to enter into new markets in western Pennsylvania and elsewhere and to provide affordable, turnkey solutions for local companies.

"One of the great things about this partnership is not only are we able to go after more business outside the area, we're also better able to serve our clients locally," said Brian Shrift, president and CEO of PrecisionBS. "This partnership will allow us to bring an offering that is not typically seen anywhere, and we're now able to provide those services to our clients right here in the Greater Johnstown area."

For more information on PrecisionBS, visit [www.PrecisionBS.com](http://www.PrecisionBS.com). For more information on 1<sup>st</sup> Team, visit [www.1sTeamAdvertising.com](http://www.1sTeamAdvertising.com).

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