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### ***Howell Marketing Strategies Improving Client Services through Totus***

MEMPHIS, TN (January 27, 2010) – Vanick Group announced today the implementation of the Totus Solution into client services offered at Howell Marketing Strategies.

The state-of-the-art, web-based interface will provide the Howell Marketing team with an online platform to better communicate with their clients and provide customized materials for client businesses' external messaging.

“We are utilizing Totus to streamline the process of creating and editing materials for online and print distribution and implementing brand standards for consistency in messaging” says Amy Howell, Founder of Howell Marketing Strategies.

Howell Marketing Strategies is taking advantage of the advanced capabilities of Totus by offering its clients the opportunity to store, customize, edit, and proof materials online. Vanick's Totus tool offers Howell Marketing the added support and efficiencies of printing collateral and marketing materials on demand. Through Totus' customizable templates, the Howell staff can easily resize pre-approved advertisements to fit the specifications of any publication and apply requested edits and distribute immediately in hi-resolution output.

“With their array of business types and needs within their client list, Howell is utilizing Totus to improve their efficiency in creating, printing and distributing marketing and PR materials for clients,” says Jim Van de Vuurst, President at Vanick Group. “In addition, Totus serves as a gatekeeper to ensure accuracy and timeliness for Howell businesses.

**ABOUT TOTUS:** Totus is a Web-based tool that empowers sales and marketing departments to quickly and effectively communicate with prospects and customers. Combining essential media (e.g., e-mail, print-on-demand, electronic greeting cards, premium fulfillment, and direct mail) into one easy-to-use interface, Totus creates an elegant solution for managing a number of key marketing communication issues. The benefits include customer relationship management, corporate standards enforcement, print production and fulfillment, document consistency and cost management.

[www.totusondemand.com](http://www.totusondemand.com)

**ABOUT VANICK GROUP:** Vanick Group is in the business of helping companies get more accomplished with fewer resources. The company has an eight-year track record for quickly understanding how clients conduct business, and then devising technological solutions to gain measurable economies in both time and hard costs. It is not unusual for clients to enjoy savings in the six figure range in the first year. Vanick employs information technologies, custom applications and integrated systems to enhance business efficiencies for companies like FedEx, International Paper and Methodist Healthcare.

[www.vanick.com](http://www.vanick.com)