

There's more ink in Inc. for an Absolutely PR client - this time Colorado CEO Kim Peterson is quoted in a Trends article in "The Inc. Life" section of the current March 2004 issue of Inc. Magazine.

Denver's Absolutely Public Relations has placed Light Force Therapy CEO Kim Peterson in an Inc. Magazine (March 2004 issue) "The Inc. Life" Trends piece on the "Bare Minimum Workweek." Light Force Therapy contracted in October 2003 for media relations services with Absolutely PR. In addition to the Inc. Magazine item, Absolutely PR has recently assisted in achieving exposure for Light Force Therapy in the Washington Times and the Denver Business Journal, as well as other online and weekly newspaper mentions, plus television reports in Denver and Phoenix. Please note: effective 5/14/04, there has been a hold put on all proactive PR and news releasing programs for Light Force Therapy at the direction of the client, Light Force Therapy, Inc.

Lakewood, CO, March 17, 2004 -- Public relations consultant, Maggie Chamberlin Holben, APR, owner of Metro Denver's Absolutely Public Relations, announces that her consulting firm has placed Light Force Therapy CEO Kim Peterson in the March issue of Inc. Magazine - "The Inc. Life" Section, page 63, headline: "Bare Minimum Workweek" by Patrick Sauer. The magazine is on newsstands through March 23.

The article quoting Peterson is also accessible at <http://www.inc.com/magazine/20040301/trends.html>.

According to Holben, services provided to Light Force Therapy include a consulting package anchored to <http://www.PublicRelationsNewsroom.com> for the company and an "Expert Status Awareness" package for CEO Kim Peterson anchored to the <http://www.expert411.com> website.

In addition to the Inc. placement, Holben has recently placed Light Force Therapy in the Washington Times and the Denver Business Journal. Here are links to the two articles:

<http://denver.bizjournals.com/denver/stories/2004/02/09/focus2.html>

<http://www.washtimes.com/functions/print.php?StoryID=20040107-094241-8018r>

Last fall, Absolutely PR placed C I Host, the web hosting giant, in the December issue of Inc. Magazine - the Priority Section, page 30, headline: "Logos That Turn Heads." The article is accessible at <http://www.inc.com/magazine/20031201/logos.html>.

Absolutely PR's other consulting clients include: Baxa Corporation, Englewood, CO; Adventures In Color Technology, Golden, CO; and Holben Building Corporation, Denver. Awareness Package clients include: Gabriel Mark Hasselbach, Vancouver; C I Host, Dallas; Dr. George Cassidy, Denver; and Dr. Martha Lucas, Denver. She has also worked with Foster Wheeler Environmental Corporation (now called Tetra Tech FW, Inc.) and Arcadis, Inc., through Lakewood's Consensus Communications; McKinley Marketing Partners, InfoNow Corporation, ICG Communications, Grubb & Ellis/Martens Commercial Group, LLC; Early Music Colorado; the Joint Initiatives Sign Blind System since starting her company here in April 1999.

For more information about Absolutely Public Relations, go to <http://www.absolutelypr.com>. Call Maggie Holben at 303-984-9801 or e-mail maggie@absolutelypr.com.

#

Please note: effective 5/14/04, there has been a hold put on all proactive PR and news releasing programs for Light Force Therapy at the direction of the client, Light Force Therapy, Inc. Further, effective 3/18/05, Light Force Therapy, LLC, informed creditors that the company has ceased doing business.