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FOR IMMEDIATE RELEASE

Vistra Communications Launches Email Marketing Solution to Compliment Full Line of Public Relations and Marketing Services

Company offers commercial, government and non-profit businesses full-service email marketing solutions

Tampa, Fla. - Jan. 31, 2013 - Vistra Communications, a Tampa-based public relations and marketing solutions firm, launches 'The Vistra Wire' to provide organizations with an email marketing solution designed to enhance their marketing and communication efforts. The Vistra Wire provides users with an all-encompassing, easy-to-use tool for reaching clients effectively, and with the right message.

The Vistra Wire stands out because of its personalized service provided by the Vistra team. Customized email templates are designed to complement each client's brand and team members are always on hand to assist with technical support or even to aid in developing email campaigns.

"The launch of this email marketing tool is another example of our desire to provide clients with a full range of integrated communications and marketing solutions", said President of Vistra Communications, Brian Butler. "The Vistra Wire provides organizations, no matter the size, an easy-to-use, customized tool to help manage and deliver messages and key information."

The Vistra Wire is an email marketing solution that allows users to create stunning, image-rich content and distribute effective messages to a list of contacts. Clients are provided with a personalized login, a drag and drop editing system, access to over 115 templates or the option to have a custom branded template created for their use. The system also allows users to analyze and interpret data, such as open rate, bounce rate and opt-out/in rates, as well as clickable link tracking. From concept to campaign, the user can design, import existing subscribers and distribute their message to any number of contacts in a matter of minutes.

Communicate better with The Vistra Wire. For more information, visit <http://consultvistra.com/our-services/the-vistra-wire/>.

About Vistra Communications

Vistra Communications is a full service Public Relations and Marketing Solutions firm providing services to business, government and nonprofit organizations. Vistra's experienced team builds results-focused solutions to your communications needs. Vistra's unique blend of content, creativity and practical solutions are backed by research and best practice methodologies.

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