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Rex Hires Digital Director, Launches New Practice

Rex today announced it has hired a digital director to lead its new interactive practice. The move fully-integrates under one roof all aspects of interactive communication services with public relations, marketing, special events, graphic design and copywriting.

Steve Rex brings more than 10 years of digital industry experience to his position. He will be responsible for implementing a variety of interactive tactics for Rex's clients, including Web sites, e-newsletters, search engine optimization programs and social media networks.

"This is an exciting time for our firm because Steve's talent allows us to integrate and enhance a service we have already been providing to our clients for several years," said Ryan Rex, CEO. "We now provide the full gamut of public relations services – in house – to help our clients effectively navigate the digital media landscape."

Among clients already signed up to the new venture are United Refining Energy Corporation, Oklahoma Industrial Energy Consumers, The University of Tulsa's Institute of Information Security and Care ATC.

A graduate of the University of Phoenix, Rex most recently worked for PSC Industrial as a Customer Relationship Management administrator. During his time there, Rex was part of a team responsible for nationwide deployment of a quote-to-bill solution for the industrial division. The solution allowed offices to fax and e-mail quotes to customers through a Web-based CRM system. After the deployment, he was responsible for development of the quoting system and vendor management.

Rex began his career as a project manager for WorldCom where he helped launch the company's first customer-facing billing and ticketing site, WorldCom Customer Center. In addition, he directed creation of a customer helpdesk for support of Networx, the largest telecommunications contract in history and worth an estimated \$60 billion.

Rex later worked as a program manager at Verizon Business where he managed development of AS400 and Web-based systems impacting three commercial customer service organizations in Oklahoma, Texas and Colorado. In addition, he worked with subject matter experts to ensure business process changes could be implemented seamlessly within those systems.

Rex is one of the fastest growing strategic communications firms in the state with an expert staff that fuses creativity with public relations, marketing, special events, graphic design, interactive services and copywriting. The firm counts among its clients a variety of industry-leading corporate, political, event and non-profit companies and organizations. For more information about Rex, visit www.rexpr.com or call (918) 599-0029.

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