



NEWS

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FOR IMMEDIATE RELEASE

DATOTEL RETAINS STEVENS & TATE MARKETING TO DEVELOP CAMPAIGN TO PROMOTE CLOUD COMPUTING SERVICE

LOMBARD, ILL. March 24, 2010 – Datotel, a company specializing in IT solutions for businesses, has partnered with Stevens & Tate Marketing / Endora Digital Solutions to develop messaging with creative, a media campaign

and an Internet Search program to help the company promote its newest service, cloud computing.



"Datotel is a strong fit for us. They are a thought leader in their niche and are looking to expand. IT has become so advanced that it is better served being outsourced to experts," said Dan Gartlan, President of Stevens & Tate. "We look forward to helping Datotel connect with businesses looking to make smart IT part of their competitive advantages."

Gartlan explained that the digital and creative teams at Stevens & Tate would collaborate on a campaign that would include video, advertising and search marketing to reach and attract prospective IT clients for Datotel.

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Cloud computing is a new way businesses and individuals are using systems and programs to compute. Rather than accessing software and data stored on a local server, users tap resources through the Internet from “the cloud.” It is a highly scalable and reliable system. This is typically more affordable and, with the right provider, increases security. More information on Datotel and its cloud computing services can be found at:

http://www.datotel.com/cloud_computing.htm

Stevens & Tate Marketing is a full-service advertising agency offering award-winning, on-strategy creative, integrated message development and cost-effective media planning and execution. With Endora Digital Solutions, its online and interactive web team, Stevens & Tate creates focused, targeted solutions for all its clients in the business-to-business, tourism, food & retail, health care, and real estate industries. Together, Stevens & Tate Marketing and Endora Digital Solutions Make Things Happen™. To review the agency’s work, visit www.stevens-tate.com

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