

Edward Howard & Co.

Public Relations Counsel
Cleveland and Akron, Ohio
an affiliate of Hill and Knowlton, Inc.

One Cascade Plaza Akron, Ohio 44308
216-376-6500 FAX 216-376-9379

RECEIVED

OCT 15 1990

STERN CO.

to: Pipe Resource Organization
from: Dan Stanowick *Da-*
subject: PRO Inquiries *—*

date: October 10, 1990
copies to: Roy Gottesman
Nora Jacobs
Stan Ulchaker

A quick note about the power -- and value -- of publicity. I just received the most recent printout from ADH Sales Support Inc. which indicates that 211 total inquiries came in for PRO during September. Of that amount, 197 were in response to articles about us and/or our information package in various trade publications.

In all, our publicity, direct mail and advertising initiatives have generated a total of 823 inquiries for PRO since the first of the year!

Regards.

CTL029689