



Press Release

FOR IMMEDIATE RELEASE

Nighthawk Marketing selected to rebrand print materials for East View Information Services.

St. Paul, MN, April 2, 2008 – Nighthawk Marketing has been hired to rebrand print and sales materials for East View Information Services.

East View Information Services, located in Minnetonka, MN, is a leading provider of native and translated foreign language information products and services, including Russian, Chinese, and Arabic databases, print periodicals, books and microforms. The company serves all geographies and many market segments, including academic institutions, government organizations, corporations, public and federal libraries and law firms. Their mission is to bring uncommon information from extraordinary places to academic, corporate, legal and government information professionals throughout the world.

“We are very excited to be selected for this very important branding project,” says Jim Douglas, president of Nighthawk Marketing. “Our approach to brand development is grounded on many years of building and executing effective and results-driving strategies. Developing a brand is not just about getting your target market to choose you over the competition. It’s about getting your prospects to see you as the only one that provides a solution to their problem.”

To learn more about our Minneapolis digital marketing agency, call 952-322-4794 or visit <http://nighthawkmarketing.com>.

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About Nighthawk Marketing

Nighthawk Marketing, located in the Twin Cities, is a full-service marketing and advertising agency with a primary focus in the legal industry. The agency has decades of experience developing branding strategies and marketing tools to support sales, direct mail, telemarketing, media and Web channels. Additional information about the company can be found at NighthawkMarketing.com.