



## Press Release

FOR IMMEDIATE RELEASE

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### **Nighthawk Marketing selected as the agency of record for ZyLAB.**

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**St. Paul, MN, October 7, 2009** – Nighthawk Marketing has been hired to be the agency of record for ZyLAB.

ZyLAB is a dominant player in eDiscovery and Intelligent Information Governance related solutions, due in part to their history of supplying law enforcement, intelligence and regulatory agencies worldwide. ZyLAB's industry-leading, modular eDiscovery and Intelligent Information Governance technology puts their clients in command of boundless enterprise data in order to increase productivity, mitigate risk, reduce costs, investigate matters and elicit business knowledge and intelligence.

“We are very excited to be the agency of record for ZyLAB,” says Jim Douglas, president of Nighthawk Marketing. “Working with one agency that specializes across multiple marketing channels is a tremendous benefit for our clients versus trying to line up various contractors and freelancers. By using an agency of record, you get one point of contact who can handle all your marketing needs and ensure your brand look and message is consistent at all customer touch points.”

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

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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](http://NighthawkMarketing.com).