

Date: September 28, 2009

Contact: Christine Temple-Wolfe, Excel in Marketing LLC
(925)876-7191

Timing: For Immediate Release

**EXCEL IN MARKETING SELECTED AS AGENCY OF RECORD FOR CYCLA LLC- A
NEW RECYCLING BROKER OUT OF FEDERAL HEIGHTS, COLORADO**

Orinda, CA – The team at Excel in Marketing has been selected by Cycla LLC, a new recycling brokerage firm out of Federal Heights, CO.

Owner Patricia McCully has chosen EIM based on recommendations from former client Perceptive Resource, for whom Excel in Marketing launched an effective website for over the summer.

Cycla LLC is currently a team of five providing recycling expertise for Thrift Stores throughout North America. From locating buyers of textiles, rubber, electronics, ewaste, metals and more, to managing the transportation of the product from Thrift Stores to the buyers, Cycla LLC manages all arrangements and payments.

“This is a booming business and Cycla provides an enormous service by helping Thrift Stores manage a very cumbersome process. Cycla is an honest and fair broker that takes this burden off the businesses’ plate so they can focus on their core competency. They are driven by their rich experience in the Thrift Store business and their focus on helping minimize the impact of waste on our environment,” said Temple-Wolfe.

The website and materials will focus on educating their audience about the hazards of waste and the positives of recycling. The website will also help customers manage their accounts and track their shipments more effectively.

Temple-Wolfe owns and operates Excel in Marketing LLC, a team of marketing professionals with more than a century of combined experience in diverse marketing functions. They have extensive experience in marketing operations design, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. The consultants seamlessly operate as an extension of their client’s staff and help to keep overhead low by coming in only when needed.

Many small companies can’t afford the high cost of agencies, which can have fees that range from \$10,000 to \$80,000 a month. Nor can they afford to hire an experienced marketing executive, which in the Bay Area can cost from \$150,000 to \$200,000 a year plus benefit package. Excel in Marketing meets the needs of small companies that need high-value talent to build their business, at prices they can afford.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation, or visit the Excel in Marketing website at: www.excelinmarketing.com

###