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Pro-Lock Selects Advertas as Email Marketing Partner

Houston, TX – 22 September 2010 – Pro-Lock USA, LLC and Advertas, LLC jointly announced the launch of an email outreach campaign that will initially feature the Pro-Lock product sample program. Pro-Lock provides a cost-effective valve lock-out mechanism to the process industries, while Advertas delivers an integrated marketing and public relations program for energy and technology companies. Together, the two companies plan to launch a systematic email outreach campaign that informs HS&E managers, engineering managers and maintenance managers of the added security available through Pro-Lock products. The two companies have a combined database of over 10,000 professionals in Oil & Gas, energy transportation, refining, power and other industries.

“We needed a marketing and public relations agency that both understood the energy industry and effective email marketing programs that could serve our markets”, says Noel Mara, Director of Pro-Lock USA. “Advertas has both. We have received over 50 very qualified leads from the effort so far and more are expected. This is the largest number of leads in a year, and the email campaign is only two months along.”

“B2B email marketing programs are growing as companies seek ways to reach current and potential customers”, says Hal Green, Managing Director of Advertas. “We are pleased to have the opportunity to work with Pro-Lock USA in getting the word out about their products, especially at a time when the process industries are appropriately focused on health, safety and environmental risks.”

About Pro-Lock USA, LLC

Pro-Lock USA is a subsidiary of Pro-Lock Value Lockout LTD. of the U.K. The Pro-Lock product line is in use by operating companies in oil & gas, refining petrochemicals, batch chemicals, pharmaceuticals, pulp & paper, and transportation. Some of the companies now using Pro-Lock include Accordis, Amec, Amerada Hess, BP, British Gas, Ciba, Chevron, Conoco, GlaxoSmithKline, Halliburton, Huntsman, Milagro Exploration, Nynas, Premier Oil, Royal Mint, SBM, Shell, Syngenta, and Total.

About Advertas, LLC

Founded in 2004, Advertas (www.AdvertasMarketing.com) provides marketing, strategy, and public relations to energy and technology companies. The Advertas team leverages a unique combination of energy domain expertise, a fundamental understanding of how our clients go-to-market, proven marketing strategies, and creative excellence. The company offers a unique, integrated marketing and public relations program that focuses on web-presence and promoting the thought leadership of clients.