



NEWS

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ESTEY-HOOVER IS SECURED BY SENTINEL OFFENDER SERVICES FOR PUBLIC RELATIONS AND MARKETING

Newport Beach, CA (February 2010) – In spite of the economic downturn, new business activity is picking up at Estey-Hoover Advertising & Public Relations. The Newport Beach agency has recently signed Sentinel Offender Services to its diversified national client portfolio. For 18 years, the Irvine-based company has been a pioneer in the offender management and electronic monitoring industry. Offering alternatives to incarceration, they specialize in RF/GPS tracking, alcohol and drug testing and financial services supported by full case management. With a national monitoring center in Orange County and 40 field offices across the U.S., Sentinel is looking to expand into additional states, while broadening its offender funded supervision and education programs. Bob Contestabile, Sentinel's President and CEO explains, "By bringing in experienced professionals like Estey-Hoover to help spread the word about Sentinel, we can better utilize our core people to work with local jurisdictions on their corrections issues. It will also help support the introduction of our community-based *Sentinel Success Centers* outreach program."

As a full-service agency, Estey-Hoover will coordinate all public relations and branding efforts for Sentinel, including development of corporate communications and media information, media placement, design of promotional/collateral materials and website upgrades. The initial phase of the campaign consists of regional PR across America targeted to the metropolitan areas, law enforcement agencies, courts and local governments that Sentinel serves.

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According to Dan Hoover, President of Estey-Hoover, "As we celebrate our 35th year, we are very pleased to work with a forward-thinking organization like Sentinel. Especially in today's economic environment, it's vital to our success that we keep our client roster diversified with growth oriented companies. Of course we always welcome new business from industry categories that might be able to take advantage of our experience and expertise."

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