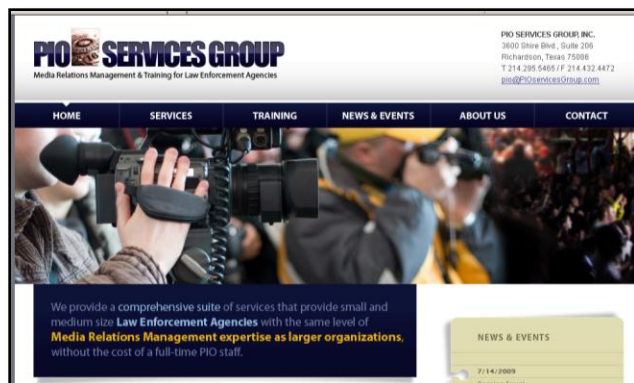


ConsulttUs Group Launches Separate Company to Provide Media Relations Services to Law Enforcement Organizations

DALLAS, TX --- JULY 15, 2009 --- The ConsulttUs Group, Incorporated, a leading provider of marketing management services for companies with products for public safety applications, announced today it has launched a separate company that provides media relations services, media interaction training and Web-based news portal development for law enforcement. The new company is "PIO Services Group" Inc. and can be visited www.PIOservicesGroup.com. It specializes in serving small and medium size police departments and Sheriffs' Offices.



"Small and medium size law enforcement organizations face the same challenges communicating with the media and the public that large ones do. However, they do not have the budget to justify hiring a full-time public information officer (PIO), or to staff a PIO office," said Howard LaMunion, Founding Partner of ConsulttUs. "Also, law enforcement organizations need to begin breaking their own news through their own Web news portals. Doing this enables them to communicate more accurately and more often with the citizens, businesses and governments they serve."



LaMunion added that when it comes to covering news about law enforcement organizations, the media is focused on sensationalism, edits facts and often distorts what actually occurred. They tend to over report the negative and under report the positive that law enforcement does.

The media interaction training programs the PIO Services Group offers are designed to enable law enforcement leaders to better communicate with the public and media, develop solid messages, tightly control media interviews and most important... when not to interact with the media.

The PIO Services Group will initially focus on serving law enforcement organizations in the Dallas/Fort Worth area. PIO Services Group founder Howard LaMunion has extensive experience in marketing, media relations and public safety. He is currently a police officer with Dallas Police Department's Reserve Unit, served 15 years in fire/rescue and is published in a number of law enforcement, fire and business media – and recently in the Dallas Business Journal.

ConsulttUs was founded in 1999 and is based in Dallas, Texas. It is a marketing management services firm that specializes in serving companies with products used in law enforcement, fire-rescue, loss prevention and homeland security. ConsulttUs may be visited at www.consulttus.com.

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