

## Sustaining Your Business: News Release

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### FOR IMMEDIATE RELEASE

#### ***XYZ Company to Sustain Operations during Bob Soldier's Deployment***

August 1, 2010 -- XYZ Company president and founder Bob Soldier has been called to serve as a member of the U.S. Army in Operation Iraqi Freedom. During Soldier's planned absence, he leaves his business in the capable hands of John Airman and Donna Coastie.

Soldier, who is scheduled to deploy Sept. 15, 2010, has planned a special sale on XYZ Company's popular wireless networking products from Aug. 15, 2010 through Sept. 14, 2010. During the sale, Soldier, Airman, and Coastie will be available to answer questions.

XYZ Company's biggest seller is its dual band PC networking card. Many of the IT managers at the companies who have already purchased the networking card have reported that the product has helped their companies run more efficiently under the current wireless standard. "My company has been very pleased with XYZ's dual band PC card, because it provides our staff with complete connectivity and compatibility. It helps us save time and money," commented GI Joe, president of MLA Technologies.

During the sale, XYZ Company will offer the dual-band PC networking card and other fine products at substantially reduced prices. "With a five-year warranty and 24-hour technical support backing up our products, our customers can't go wrong. On a personal note, I look forward to meeting the people who do business with us," commented Soldier.

For those who can't make it to XYZ Company's store for the sale, Soldier emphasized, "We'd love to have people come see us in person at the sale, but if that's not possible, our products are available online through our Web site, as well as through independent IT retailers, catalogues, and through e-commerce sites."

#### **About XYZ Company**

Founded in 1987 by Bob Soldier and his wife, Jane, XYZ Company is located in Reston, Texas. Over the past 17 years, XYZ Company has produced products for the growing IT needs of corporate businesses. XYZ Company recently won IT Magazine's Best Manufacturer Award and has been listed by Tech Magazine as one of the top 100 fastest-growing IT companies in the United States. For more information about XYZ Company and its services, please visit the company's web site at [www.xyzcompany.net](http://www.xyzcompany.net).

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