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FOR IMMEDIATE RELEASE

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IT That Works Hires Marketing Manager

Bingham Farms' IT That Works (formerly BTR Associates) has engaged Sue Berke of Star Business Resources as its Marketing Manager.

"Sue is the perfect addition to our growing company. She has the marketing and project management experience we need, and as a small business owner herself, she understands the challenges and needs of our business community," said Bob Breitman, President of IT That Works.

Sue's responsibilities will focus on showcasing IT That Works' (ITTW) servicethrough a variety of direct-mail and Email campaigns, live seminars and demonstrations, and general name and brand awareness to the marketplace.

"Our clients, often small- and medium-sized businesses, tell us that we bring them reliable and worry-free technology that mirrors the same quality as the services found in larger companies. With our broadrange of services, we provide cost reduction, rapid availability and overall improved efficiency to our clients, which in turn assists them in providing their services to their clients, and can improve their bottom line," Breitman stated.He went on to say "with Sue on our staff, we will be able to bring these technologically competitive advantages to more of the marketplace."

"We welcome inquiries from businesses who are technologically confused, or whose current technologies aren't working for them," said Berke. "We can provide a technology service review at no cost so that businesses have a clear idea of what improvements ITTW can offer to them."

ITTW, a Microsoft Gold Certified Partner offers the following products: "**A Better Outlook**" (Hosted Microsoft Exchange and SharePoint services), "**A Better Tech Support**" (Managed Computer and Network Services), "**A Better Data Backup**" (Managed Backup and Recovery Services), "**A Better Comm**" (Telecommunications and Telephone Solutions), and "**A Better App**" (Hosted Desktops and Applications).

Sue Berke may be reached at 248-593-1477,x205 or at sue.berke@ittw.net. More biographical information is available on Sue at www.linkedin.com.

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