



PRESS RELEASE

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Advertising Lineup for the 2009 COTS Journal Calendar is Complete **Twelve Industry Powerhouses Lay Claim to Valuable Marketing Opportunity**

SAN CLEMENTE, California — Advertising space for the 2009 COTS Journal Industry Events Calendar is sold out. For the past six years, this supplemental piece has become a mainstay among the industry's most valuable resources.

The RTC Group sales team works diligently to provide advertisers with unique opportunities to be seen by fellow professionals. This calendar is one of the few instances in which large-sized advertising messages are displayed for an entire month in a highly utilized medium of marketing.

More than 30,000 key role players in this specialized market use the calendar to plan and organize throughout the year. Each month is color-coded with important information about upcoming events specifically targeted at COTS products and developments. The calendar's functionality allows *COTS Journal* subscribers to plan both individual and industry activities simultaneously.

The 2009 calendar will be distributed along with the November 2008 issue of *COTS Journal*. For information about future advertising opportunities, please contact one of our Regional Advertising Managers.

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The RTC Group is the leading provider of sales activities designed to offer vendors in the OEM electronics industry cost-effective ROI. Services are designed to create focused and specific sales leads for vendors, increasing their sales efficiency and decreasing closing time.

Contact The RTC Group at +1 (949) 226-2000 or visit www.rtcgroup.com.

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