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**Lightning Eliminators & Consultants, Inc. (LEC) Selects Energy PR Firm  
Write2market for Industry Leadership Campaign**

With 3,000 plus installations and operations in 69 countries, Lightning Eliminators conducted a rigorous national search for energy, technology and utility public relations experience

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Boulder, CO, May 4, 2012 -- Lightning Eliminators, one of this year's "Colorado Companies to Watch" winners and recipient of the U.S. Department of Commerce's Export Achievement Certificate in 2011, today announces the decision to work with energy PR firm Write2Market for a long-term industry leadership public relations campaign.

LEC, a Hitachi Industries Co. Ltd. Business Partner, are experts in providing integrated lightning protection and lightning prevention solutions in over 69 countries and throughout the United States. With over 3000 installations worldwide clients include ADNOC, Alltel, Chevron, Daewoo, DuPont, Dow, Exxon, FedEx, GE Nuclear, NNPC, Petrobras, PDVSA, Saudi Aramco, the Tennessee Valley Authority and Turner Broadcasting.

"Write2Market specializes in creating industry leadership campaigns and thought awareness in the energy and technology sectors," says LEC's marketing director JoOnna Silberman. "The engineering, safety and operations professionals who select LEC technologies for lightning protection demand highly accountable public relations initiatives. With Write2Market's energy and technology focus, that is exactly what we expect from this unique firm."

"LEC needs an agency that understands their multinational business," says the energy pr firm's managing partner Jean-Luc Van Hulst. "We are proud they have chosen us to carry their message to oil and gas, nuclear energy, transportation and logistics, and

related industries that demand highly reputable storytelling and high integrity communications.”

Write2Market will utilize its proprietary methodology, Triple A Industry Leadership, to focus on and measure the impact of awards, access, and awareness opportunities for LEC in coming months.

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### **About Write2Market**

Write2Market is an industry leadership consulting firm making its reputation by securing industry leadership reputations for scaling companies in energy public relations and technology. We invented Triple A Industry Leadership Methodology--a direct and tractable means to activating the recognition your company deserves. Our approach engages better headlines, better profits, better partners, and better people. Are you an unrecognized industry leader? Find out if we are right for you at [write2market.com](http://write2market.com).

### **About Lightning Eliminators & Consultants (LEC)**

Lightning Eliminators & Consultants (LEC) is dedicated to providing integrated lightning protection and prevention products, solutions and services by utilizing innovative patented charge transfer technology, grounding systems engineering, surge protection design, and providing comprehensive consulting services based on physics and state of the art engineering principles. Working in over 60 countries and throughout the United States, LEC Global has implemented its proprietary DAS™ solutions in addition to RGA™ solutions for floating roof tanks across many industries like Petrochemical, Oil and Gas, Biochemical, Information Technologies, Nuclear Energy, Utilities and Manufacturing. For more information about LEC visit: [lightningprotection.com](http://lightningprotection.com)

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