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**ZIZZO GROUP ADVERTISING AND PUBLIC RELATIONS NAMED  
AGENCY OF RECORD BY BLOODHOUND**

**MILWAUKEE – (February 4, 2009)** - Zizzo Group Advertising and Public Relations (ZGA+PR); the region's most fearless, results-driven, integrated marketing firm; announced today that it has been selected as the agency of record for Manitowoc-based Bloodhound Debt Collection Software.

ROYDAN Enterprises, Ltd.; commonly known as Bloodhound Debt Collection Software; is the leader in providing instinctively easy-to-use software that helps its customers be more effective and profitable in collections work. Bloodhound has engaged ZGA+PR for an integrated strategic marketing and branding program aimed at helping the company increase awareness and continue its sustained growth. These efforts will include market research, creative, media planning and buying, advertising, direct marketing/lead generation and qualification, Web site development and public relations.

"We chose Zizzo Group because of its outstanding reputation, strong business-to-business expertise and commitment to results," said Dan Hornung, President of ROYDAN Enterprises and co-founder of Bloodhound. "After 20 years, Bloodhound continues to be at the forefront of the debt collection industry. Our partnership with Zizzo Group will be critical to our continued success."

"Bloodhound people and products are advancing the debt collection world," said Anne Zizzo, President and CEO of ZGA+PR. "We're excited about the chance to help Bloodhound tell its story in the marketplace, and proud to be working with another growing, best-of-breed company."

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### **About Bloodhound**

ROYDAN Enterprises Ltd., based in Manitowoc, Wis., is recognized for its Bloodhound debt collection software. Instinctively easy-to-use, Bloodhound delivers an affordable, all-in-one package backed by unmatched service and support to make debt collectors more productive and an agency more profitable. Bloodhound ensures a smooth transition for its customers during the software conversion process to minimize lost business time and productivity. For more information, visit [www.bldhound.com](http://www.bldhound.com).

### **About Zizzo Group Advertising and Public Relations**

Zizzo Group Advertising and Public Relations (ZGA+PR) is the region's most fearless, results-driven, integrated marketing communications agency. In providing counsel to a wide range of regional and national business-to-business and consumer clients, the firm creates programs that are measurable and drive its clients' businesses. The firm specializes in advertising, public relations, strategic media planning and buying, branding, marketing, research, online and social media and creative services. A Future 50 Company and a top 10 southeastern Wisconsin advertising agency, ZGA+PR represents many leading brands, including The Milwaukee Brewers, U.S. Cellular, Faith Technologies, Marquette University, The United Performing Arts Fund, Hospital Corporation of America, Fifth Third Bank, The Midwest Airlines Center and The Milwaukee Theatre. ZGA+PR has been recognized as one of Milwaukee's "Best places to work" by *Milwaukee Magazine*. For more information, visit [www.zizzogroup.com](http://www.zizzogroup.com).

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