



TODAY IN "PMG TODAY"
In a sadly misguided attempt at community service, Jean travels around the state preaching the evils of pot.

JULY 2007
"WE'VE GOT ISSUES" ISSUE

INDUSTRY TALK
Apple Unveils iEverything

ENTERTAINMENT
Man Has Had Amnesia "...Once or Twice"

HEADLINES
Rare Photograph Discovered of Norman Rockwell Beating Up A Child

Suicidal Twin Kills Sister By Mistake

(Story on page 3)

HOROSCOPE

CANCER (June 22nd thru July 22nd)

You like to dictate what's going on in the lives of everyone in the galaxy. However, you tend not to know what's going on in your own. You will never excel in sports because you have to rest for fifteen minutes every time you breathe. Cancer is the sign of the crab, which is appropriate because Cancers have hard outer shells, and tend to be...well, really crabby. Famous Cancers include Hitler and Debra Winger.

A Thought For the Day:

I want to die while asleep like my grandfather... not screaming in terror like the passengers in his car.

"PMG TODAY'S" WORDS TO LIVE BY

Dyslexics Have More Nuf.

Look! Up in the Dental Benefits Management Industry!

A client for over four years, Wonderbox Technologies is proud to announce the latest release of its Enterprise System 4.1 – an information technology solution for the dental benefits management industry.

Phoenix will help Wonderbox promote their benefits – exceptional cost



reductions, improved workflows, and access to system data and real time reporting – to the insurance industry and third-party administrators through an integrated marketing campaign using Wonderbox's superhero character, "Captain Enterprise." Say goodbye to the Tooth Fairy!

Upright Values That Are Downright Delicious

Peapod, the leading national internet grocer, has appointed Phoenix Marketing Group, Inc. as their promotional agency for the Milwaukee area market.

Phoenix is helping Peapod build awareness and trial, positioning Peapod on their value, high quality and convenience. Peapod would like to develop local relationships through customized promotions with their Peapod character, educational materials, and a gift program that allows new customers to get \$20 off their first order of \$50 or more at www.peapod.com. Peapod's customers are busy families in Milwaukee, particularly moms with two to

three children. Marketing plans include sponsorships of local community events, advertising at local theatres, and other promotional and public relations initiatives.

Peapod, an online grocery store started in 1989 by brothers Andrew and Thomas Parkinson, has grown from the small shopping and delivery service the Parkinsons operated themselves with help from family and friends to become a major internet player. Peapod, having served more than 10 million customers, has secured its position as the country's leading internet grocer, serving 18 U.S. markets.

Peapod[®]

Phoenix Taps Into A Client That Taps Right Back

Perlick Corporation, a national leader of innovative underbar equipment, custom refrigeration equipment and beer system packages, has appointed Phoenix Marketing Group, Inc. as agency of record.

Phoenix is implementing an integrated marketing program for Perlick Corporation promoting their custom refrigeration equipment, bar equipment and beer system packages to

restaurants, casinos, hotels/motels, night clubs, stadiums, airports, cruise lines

marketing program includes advertising, web/online marketing, direct mail, public relations, collateral and tradeshow promotions. Perlick Corporation, founded in 1917, employs over 200 people at its manufacturing facility in

Milwaukee, Wisconsin.

Perlick has three divisions – commercial, residential and breweries.



and other commercial markets. Perlick Corporation, is celebrating its 90th anniversary and its Energy Star status. Their

POLICE BLOTTER

Police station toilet stolen. Cops have nothing to go on.

Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM, CST. You can contact Jean Radtke by phone at 414/771-1044, extension 112, or by e-mail at jradtke@phoenixmgi.com.



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