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**RAZR Marketing Adds Talent To Support Continual Growth**

**Minneapolis, MN**—After exponential growth in 2009, RAZR looks to double its business in 2010. In support of its clients, RAZR Marketing is excited to announce an organizational change and the addition of new leadership talent.

Paul Kelzer will now lead product development and operations. Kelzer's responsibilities now include the management of RAZR's loyalty and rewards platform (RAZR Rewards), RAZR BizApps, call center operations and other fulfillment solutions. Paul's extensive product development and operation background will be critical to RAZR's success as it expands its offerings.

Given Kelzer's new focus on product development and operations, RAZR Marketing is pleased to welcome Scott Larson to its leadership team. Larson, the new vice president of client services, comes to RAZR from Novus Media Inc., where he spent over 12 years serving customers and contributing to the massive growth of the organization. This type of experience makes Larson a teammate poised to handle the growth RAZR has planned for the coming years. Under Larson's guidance, RAZR will continue to help clients reach and serve their customers even better.

Larson, Kelzer and the rest of RAZR Marketing head into 2010 with sights set on growth, expansion and more opportunities to help clients optimize their interactions with customers. With the right people in the right places, RAZR will continue to provide unbeatable customer service to its growing list of clients.

RAZR Marketing, a marketing services agency focused on strategy, was established in 2005 with the core differentiator of creating sustainable behavior change through the application of proven marketing practice. RAZR provides a variety of marketing services to a broad array of clients, ranging from those in the financial services industry to retail companies. More information can be obtained by visiting the Web site at [www.razrmarketing.com](http://www.razrmarketing.com).

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