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Dave Holscher
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INTEGRATED MARKETING COMMUNICATIONS VETERAN JOINS K-COMM

Broad Base of Experience Adds Valuable Capabilities for Growth of Leading Southern California-based Firm

SAN CLEMENTE, CA — (July 20, 2005) — Kanatsiz Communications, Inc. (K-Comm), a global leader in Internet marketing, public relations and public affairs, announced the appointment of marketing communications industry veteran Dave Holscher as its new vice president of business development.

“Dave is an invaluable asset to our industry and now company. His track record in this field is hands-down incredible. Dave’s network and leadership with the BMA will be a strong driving force for our firm and clientele,” comments Sinan Kanatsiz, chairman and CEO of K-COMM.



Holscher brings equal measures of corporate communications and agency experience as a broad foundation for developing and managing strategic programs for clients. He most recently served as Team Leader with The Phelps Group, a Santa Monica-based integrated marketing communications agency, working with brands in diverse markets including technology (Seiko Instruments, GNP Computers), nutritional supplements (Earthise Nutritionals, Coromega), engineering and construction (Fluor Corporation) and automotive (Toyo Tires).

“The opportunity to join a dynamic and fast growing firm like K-Comm represents an extraordinary situation in which to participate in helping a vibrant company continue to build unique resources for a broad array of clients,” Holscher stated.

Since moving to the agency side in 1988, he has helped a wide range of clients define and achieve strategic marketing communications objectives. His experience also encompasses industry segments including software, capital equipment, power protection, electronic components and systems, automotive, media storage, A/V equipment and integration, test and measurement, HVAC, and high-tech information management systems and recreational aftermarket products. In addition to The Phelps Group, Holscher served as account supervisor with Young Company and J2 Marketing Services, two of Southern California’s top B2B agencies. He was also Vice President of Rab Holscher Inc. in Newport Beach.

On the corporate side, he created and guided communications programs for the Management Systems Division of Informatics General Corporation, a provider of remote computing and software services for large wholesale distributors; marketing communications, public relations and investor relations for Liebert Corporation (now a division of Emerson Electric), the world’s leading supplier of integrated power back-up and management systems, environmental control systems, and centralized monitoring and control systems; and marketing communications and investor relations for AccuRay Corporation, a leader in the design and manufacture of sophisticated process control systems.

A Midwest native, Dave holds a bachelor's degree from Yale University and completed post-graduate coursework in finance and marketing. He is currently President of the Southern California Chapter of the Business Marketing Association. He and his family reside in Irvine, CA.

About K-Comm, Inc.

K-Comm is a leading marketing communications firm providing public relations, business strategy, advertising, public affairs and Internet marketing services to commercial and government clients. K-Comm is a two-time winner of the Public Relations Society of America’s highest honor, the PROTOS Award, for its campaign success in the high technology arena, the firm’s core niche. The company is privately held and headquartered in Orange County, California. For more information, visit the company’s web site located at www.kanatsiz.com.