

# LANE PR

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## LANE PR ADDS FOUR BUSINESS TO BUSINESS CLIENTS

### *Portland-Based Public Relations Agency Enhances Portfolio*

PORTLAND, Ore. — July 22, 2008 — [LANE PR](#), an independently owned, national public relations agency, recently expanded its business to business portfolio with the addition of four clients: [Eid Passport Inc.](#), [Entrance Controls](#), [Euro RSCG Edge](#) and [Miller Nash LLP](#).

“LANE PR is thrilled to further develop our portfolio of business to business clients,” said Wendy Lane, president and founder of LANE PR. “As we embark on relationships with each of these new clients, we look forward to sharing their stories while providing supreme customer service and results-driven public relations.”

#### **About LANE PR’s new clients:**

[Eid Passport Inc.](#) – Eid Passport Inc. integrates leading-edge products and services into solutions that combine identity authentication, background screening and access management. Eid Passport’s products and services make facilities, assets and people safer and more secure. By using the Eid Passport’s Enterprise ID Solutions, highly secure facilities — such as military installations, government buildings, manufacturing and distribution sites, ports, and commercial buildings — can increase security and streamline access for a variety of authorized personnel.

[Entrance Controls](#) – Established in 1964, Entrance Controls is a national leader in comprehensive security and monitoring systems for businesses. The company offers a wide range of security solutions, including ID management, IP/network video, wireless video transmission, digital and network video recording, video analytics, security for gates and parking structures with revenue control, perimeter protection, intercoms, fiber and other low voltage security solutions. Most recently Entrance Controls acquired Vancouver, Wash.-based Access Systems Plus, a provider of commercial and self storage security solutions for businesses. Entrance Controls integrates technologies and provides experienced project managers that guide system installation on a local or enterprise level. The Company maintains a professional services group dedicated to ongoing customer service and support. With corporate offices based in Seattle, Entrance Controls also maintains offices in Los Angeles and Portland, Ore.

**Euro RSCG Edge** – Euro RSCG Edge is the largest direct response television/online agency in the world and is based in Portland, Ore. Since 1988, the agency has purchased more than \$3 billion in direct response media, generating in excess of \$8 billion in total sales. Fully integrated, Euro RSCG Edge provides a range of core services, including strategic planning, long form and short form media services, creative and production, direct marketing and mail production, online marketing and Web development. Euro RSCG Edge is part of Euro RSCG Worldwide, a leading integrated marketing communications agency with 233 offices in 75 countries throughout Europe, North America, Latin America and Asia-Pacific. Based in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications.

**Miller Nash LLP** – Miller Nash LLP is a general practice law firm with offices throughout Oregon and Washington. The firm, which is the fifth largest in Oregon and 17<sup>th</sup> largest in Washington, was founded in 1873 and now employs nearly 130 attorneys. Miller Nash is a multi-service, multi-disciplinary practice that caters to a diverse group, including businesses, public entities, nonprofits and individuals. Among its accolades, Miller Nash and its associates have been recognized by *Best Lawyers*, *Super Lawyers* and *Portland Business Journal*.

#### **About LANE PR**

LANE PR is an independent firm specializing in public relations-driven marketing strategies with offices in New York and Portland, Ore. Founded in 1990 by Wendy Lane, LANE PR provides integrated marketing communications and public relations for a host of industries, including technology, business, consumer and non-profit clients. This year, LANE PR was presented the PRSA Bronze Anvil Award and Gold Bulldog Award for Excellence in Media Relations. For more information about LANE PR, visit [www.lanepr.com](http://www.lanepr.com).

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