

## NEWS RELEASE

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### INVIEW COMMUNICATIONS SELECTED BY CRATERS & FREIGHTERS AS AGENCY OF RECORD

**DENVER, March 2, 2010** – [InView Communications](http://www.inviewcommunications.com), a full-service communications firm with offices in Phoenix and Denver, was selected as the communications agency of record by [Craters & Freighters](http://www.cratersandfreighters.com), the national leader in specialty freight solutions. InView will deliver strategic national, trade and local communications programs to support Craters & Freighters' 20<sup>th</sup> anniversary.

Unique to the transportation industry, Craters & Freighters was founded in 1990 and expanded through franchising in 1991 to meet the needs of businesses and consumers for specialty freight handling, including container construction, pick-up, crating, shipping, tracking, insuring and delivery of shipments that are too heavy, large, valuable, awkward, and time-sensitive for other shipping agencies. Craters & Freighters Global Logistics was formed in 2005 to focus on custom logistic solutions for complex domestic and international packaging.

"2010 marks the 20<sup>th</sup> anniversary of Craters & Freighters, making it the perfect time to thank those who made us successful and to look to the future growth of our crating, shipping and global logistics business," said Diane Gibson, president and founder. "We're counting on InView Communications' experienced team to support our franchises and reach our target markets nationwide."

"As an innovator in crating and shipping solutions, Craters & Freighters has a great entrepreneurial success story – and excellent solutions – to share with a diverse array of businesses and consumers," said InView president Susan Sears. "InView is proud to share the history and future of Craters & Freighters through an integrated public and community relations program."

### About InView Communications

InView Communications was founded in 1998 as Susan Sears & Associates (SSA) Public Relations and maintains offices in Phoenix and Denver. The firm specializes in integrating public, internal, media and investor relations with strategic social media programs to meet its clients' objectives and deliver measurable results. InView's professionals help clients enhance their brand by connecting and engaging with their key target markets. For more information, visit [inviewcommunications.com](http://www.inviewcommunications.com).

### About Craters & Freighters

Craters & Freighters, founded in 1990, is headquartered in Golden, Colorado and is the national leader in specialty freight solutions, providing expert packaging, crating and shipping services from locations nationwide. The company expanded through franchising nationally beginning in 1991 with additional territories available. For more information, visit [www.CratersandFreighters.com](http://www.CratersandFreighters.com).

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