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News Release

SSA PUBLIC RELATIONS SELECTED BY THE REFRIGERATION SCHOOL, INC. AS AGENCY OF RECORD

RSI employs social media to increase online visibility

PHOENIX, February 4, 2009 – [SSA Public Relations](http://www.gotossa.com), specializing in strategic PR and social media, was selected by [The Refrigeration School, Inc. \(RSI\)](http://www.refrigeration-school.com), as its agency of record. SSA will deliver strategic industry, trade, local and social media communications programs to boost RSI's visibility.

The fourth largest single source of HVACRE entry-level graduates in the country, RSI offers specialized and innovative programs, combining academic work with comprehensive hands-on training. Located in Phoenix, RSI provides certificates in heating, ventilation, air conditioning, refrigeration, electrical (HVACRE), and an occupational associates degree in Mechanical Maintenance Engineering.

“Rapidly expanding services and new, sophisticated climate control technology are expected to increase demand for HVACRE jobs nearly nine percent in the next seven years, according to the Bureau of Labor,” said Liz Cline, RSI president. “We chose SSA as our PR agency based on their excellent experience in the education industry and their outstanding public relations and social media expertise.”

SSA President Susan Sears said, “RSI's specialized accelerated programs are ideal for people seeking careers in the growing climate control industry. SSA will integrate traditional public relations with its proprietary social media platform to deliver a highly targeted program geared to effectively reaching potential RSI students online and in publications of interest to them.”

About SSA Public Relations

Founded in 1998, SSA Public Relations integrates local and national media relations with strategic social media components to meet its clients' business objectives. SSA is a strategic, results-orientated firm that develops highly-effective communications campaigns embracing the latest industry tools. With offices in Phoenix and Denver, the agency's social media programs enable clients to engage with their customers when, where and how they want to be reached. For more information, visit www.gotossa.com.

About The Refrigeration School, Inc.

The Refrigeration School, Inc. (RSI) is a leading provider of technical education and is dedicated to assisting students gain the skills and knowledge they need to seek professional careers as heating, ventilation, air conditioning, refrigeration and electrical (HVACRE) technicians as well as mechanical maintenance. Located in Phoenix, RSI is one of the principal schools for the education of entry-level HVACRE technicians and maintenance engineers based on its professional and educational standards, innovative learning programs, employment services, professional and community associations, and other special programs. For more information, visit, [The Refrigeration School, Inc. \(RSI\)](http://www.refrigeration-school.com).

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