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Press Release – For immediate release

DIGITS LLC Hires Marketing Coordinator. **Locally owned / Internationally Known**

Buffalo, N.Y. — January 12, 2012. DIGITS LLC, an internationally recognized firm specializing in computer forensics and digital investigations, announces the hire of Kelly Merz to the position of Marketing Coordinator.

Ms. Merz has over six years of experience as a specialist within the Integrated Marketing Communications field. Ms. Merz will provide her knowledge and support maintaining the DIGITS LLC brand identity through everyday policies and procedures as well as furthering the development of an online identity and ensuring proper brand exposure through integrated forms of marketing.

“We are excited to bring Kelly into DIGITS LLC firm. Her well qualified experience within Integrated Marketing Communications is exactly what DIGITS was looking for. We plan to use her expertise to integrate our branding elements to reach our market with new innovative methods,” says Michael McCartney, president/CEO.

Prior to working with DIGITS LLC, Ms. Merz completed an Integrated Marketing Communications Campaign for a local business identifying the company’s strengths, weakness, opportunities and threats. Once identified, a marketing plan was developed based upon the company’s budget and goals. Integrated forms of communication were applied to best reach the company’s market. A low startup cost, consulting company was suggested to help bolster the profit for this local small business. Additional materials within the marketing campaign included: a logo design and branding elements for the proposed proprietorship; an online advertising plan with design examples; a social media marketing campaign with a plan timeline; traditional, non-traditional, out-of-home, and point of purchase advertising campaigns; a public relations plan; a crisis communication plan; and a campaign timeline all with a supporting return on investment.

Ms. Merz is a member of the Advertising Club of Buffalo. She holds a Bachelor’s of Arts degree in Digital Media and Communication from Hilbert College, Hamburg, New York and a Master’s of Arts degree in Integrated Marketing Communications from St. Bonaventure University, St. Bonaventure, New York.

About DIGITS LLC – With offices in Buffalo and in West Seneca, NY, our core business is designed to help our clients take full advantage of today’s information technologies while guarding against the ever-changing threats posed by those very technologies. DIGITS was founded in 2006 to fill the need in the legal and corporate communities for highly skilled computer forensic and data recovery services, corporate computer investigations, litigation support services, network security advisory services, and general computer consulting services. DIGITS LLC officers have over 115 years of combined law enforcement experience in Computer Forensics and advanced technology investigations. *When there is everything to lose. Innovators of Forensic Solutions.* We dig deep into the data to get to the truth.

For more information, please visit the firm’s website at <http://www.digitllc.com>.
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