

# Hanger Network Selects Feintuch Communications for Strategic Public Relations Campaign

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NEW YORK, July 13 /PRNewswire/ -- Hanger Network™, Inc. ([www.hangernetwork.com](http://www.hangernetwork.com)), rapidly becoming the largest green marketing platform in the country, has picked Feintuch Communications to conduct a strategic public relations campaign.

Founded in 2003, Hanger Network delivers advertising, promotions and product samples -- via its proprietary national network of 40,000 dry cleaners -- to consumers in-home. The company's EcoHanger™, a clothing hanger made of 100-percent recycled paper and plastic, features highly targeted marketing messages from leading consumer brands. Campaigns are conducted quickly and efficiently on a national or selective basis down to DMA, county and zip code. Fully recyclable, EcoHangers provide the ability to exclusively target male or female dry cleaning customers, who represent an upscale demographic of adults 25-54 with household incomes in excess of \$75,000.

"The Feintuch Communications team has extensive experience in the consumer promotion, marketing and advertising industries," said L. Jeff Jensen, chief executive officer, Hanger Network. "We look forward to working collaboratively to communicate the unique value proposition of our brand to national marketers."

"We're grateful to Jeff and his team for selecting our young firm as the company's agency of record," said Henry Feintuch, president, Feintuch Communications. "Our knowledge of his market, coupled with nearly two decades of supporting advertising and media companies, will allow us to hit the ground fast."

The Feintuch Communications Hanger Network team will be managed by Henry Feintuch, president and Christa Conte, senior account executive.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for organizations of all types and sizes - from emerging companies to non-profits, associations and the Fortune 500. The firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

Hanger Network and EcoHanger are trademarks of Hanger Network, Inc. All other trade names are the property of their respective owners.

*This release is available online in the Feintuch Communications media room at <http://www.feintuchcommunications.com/>*

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