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Spec Research and Its X-Gen Brand Products Select Antarra Communications as Agency of Record

Antarra Communications, a fast growing public relations and marketing communications firm was selected as Agency of Record by Spec Research Inc, a manufacturer of peripherals and accessories for computer and consumer electronics products.

/24-7PressRelease/ - GARDEN GROVE, CA, February 06, 2008 -- Antarra Communications, a fast growing public relations and marketing communications firm was selected as Agency of Record by Spec Research Inc, a manufacturer of peripherals and accessories for computer and consumer electronics products.

"We spent a long time searching for an agency that had specific experience in consumer electronics, especially the input device and accessories market segment. Antarra Communications has a successful award-winning history in these vertical markets," stated Joseph Shih, president of Spec Research Inc.

Spec Research is an established OEM manufacturer that's introducing its own X-Gen branded product line. Antarra's consumer electronics expertise and established agency team were key factors in the decision.

"We're impressed with the scope of the X-Gen product line. They've won a prestigious 2006 Innovations Award at CES plus other international design awards. The products planned for 2008 will continue their tradition of innovation combined with good consumer value," stated Antarra Communications Principal and co-founder Susan van Barneveld.

The firm will focus on increasing awareness and driving sales of the X-Gen products through strategic counsel, media relations and corporate branding support. The company is aggressively planning several new product launches in the next few months.

The account will be lead by Antarra's New Jersey and Garden Grove, California offices. Work will focus on national and local media relations, sponsorships, events and corporate positioning.

Doris Emich, VP of Marketing for Antarra Communications in New Jersey stated, "Our relationship will be exciting as we introduce the wide variety of X-Gen branded products planned for 2008. Our East Coast team will be providing media relations, while the West Coast will focus on corporate positioning and strategic client counsel."

About Antarra Communications

Founded in 2001, Antarra Communications is a forward-looking international marketing communications firm featuring a wide array of marketing and public relations services. Headquartered in Garden Grove CA, with a New Jersey office to serve its growing list of clients located in the major tech centers of the U.S. and around the world. Visit "<http://www.antarra.com>" or call 714-891-3660.

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