



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Waste Industry Leader Chooses Search Engine Experts to Manage SEO Efforts

CINCINNATI, OH – January 25, 2010 – Search Engine Experts LLC, a leading provider of Search Engine Optimization (SEO) and Pay-Per-Click (PPC) services, today announced that Rumpke Consolidated Companies, Inc., one of the nation's largest privately owned residential and commercial waste and recycling firms, chose Search Engine Experts to manage its SEO efforts.

Aimed at further enhancing the value and quality of its Cincinnati commercial services information on-line, Search Engine Experts' initial and ongoing SEO services provide an unmatched path toward organically increasing the number of website visitors and customer prospects.

With a 78-year history and immense growth throughout Ohio, Indiana, Kentucky and West Virginia, Rumpke knows the value of matching its website content with its reputation for excellent customer service. Search Engine Experts' SEO services transform the Rumpke website into a more finely-tuned and effective sales tool.

“After extensive research, we selected Search Engine Experts because we are confident in their ability to enhance our Internet presence to assist with sales growth,” said Amanda Pratt, Communication Manager at Rumpke. “Their approach, obvious know-how and experience combine to serve as an excellent resource for Rumpke's website team. As a company with hundreds of thousands of customers, we look to our website as a valuable sales tool and see SEO as a necessity following Search Engine Experts' extremely effective services.”

“Search Engine Experts’ fast-paced growth is illustrated by obtaining large, nationally respected corporations such as Rumpke – a name that many see throughout their neighborhoods each week,” said Ken Saunders, President of Search Engine Experts. “We are extremely pleased to announce Rumpke as one of our latest clients.”

About Search Engine Experts LLC

Search Engine Experts LLC is Cincinnati’s leading provider of Search Engine Optimization (SEO) and Pay-Per-Click (PPC) services. Led by Kenneth E. Saunders, a nationally recognized SEO expert, Search Engine Experts offers the region’s only certified search engine marketing specialists. Search Engine Experts provides all sizes of businesses the opportunity to dramatically increase their rankings and visibility on the world’s most important search engines – providing unmatched awareness and increased revenues. Through clear strategy and technical ability, Saunders’ team of optimization specialists stands as the answer to the often daunting tasks surrounding true website optimization and effective PPC campaigns. For more information, visit www.SearchEngineExpertsLLC.com.

About Rumpke Consolidated Companies, Inc.

Rumpke Consolidated Companies, Inc. has been committed to keeping neighborhoods and businesses clean and green since 1932 by providing environment friendly waste disposal solutions. Headquartered in Colerain Township, Ohio, just outside of Cincinnati, Rumpke is one of the nation’s largest privately owned residential and commercial waste and recycling firms, providing service to areas of Ohio, Kentucky, Indiana and West Virginia. Rumpke divisions include Rumpke Recycling, Rumpke Portable Restrooms, The William-Thomas Group, Rumpke Hydraulics & Machining, Rumpke Haul-it-Away and Rumpke Park. For more information, visit www.rumpke.com.

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