

# NEWS

## **Professional Communications Systems Adds to Marketing Team**

TAMPA, Fla., May 12, 2005 -- Professional Communications Systems (PCS), a leading broadcast and audiovisual systems integrator, today announced the addition of two employees to its Marketing and Business Development team.

Dee Covington has joined PCS as business development specialist for the architectural design and services market. In her new role, Covington is responsible for the development of new clientele, specifically architectural design and engineering firms, builders and general contractors. PCS is an award-winning integrator of audiovisual presentation technology for this market.

Also joining Professional Communications Systems as marketing and advertising administrator is Bonnie Bratby-Carey. Bratby-Carey will oversee all marketing, advertising and public relations for the firm. She previously spent ten years with DIRECTV, Inc. as director of affiliate relations and Western regional sales manager. Prior to DIRECTV, she served as manager of marketing for General Instrument Corporation, now Motorola Broadband Communications.

Ray A. "Tony" Stephens, president and general manager of PCS, commented on the appointments. "Dee's and Bonnie's focus on expanding our market will be important in taking the company to the next level. Both are important assets to the company as we strengthen our commitment to and develop a true leadership position in broadcasting and media presentation technology."

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## **ADD ONE**

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Covington has extensive experience in the architectural services industry. Prior to joining PCS, Covington was director of business development for Elements of Tampa, Fla., an architectural and interior design firm. There she was responsible for the expansion of business throughout the state of Florida. Covington also was previously associated with such industry recognized firms as Gould Evans Associates and TLC. She is a board member of the Tampa Bay Chapter of the Society for Marketing Professional Services.

Bratby-Carey is a member of the American Marketing Association and active in satellite broadcasting and consumer electronics industry associations.

### **About Professional Communications Systems – A Media General Company**

Professional Communications Systems is a full-service audiovisual and broadcast technology consulting firm, systems integrator and equipment supplier specializing in design, facilities planning, engineering, service and training. Headquartered in Tampa, Fla., PCS has regional offices in Pensacola, Jacksonville, Orlando, Ft. Lauderdale and Miami and is a member of the Professional Systems Network, Inc. (PSNI) a national alliance of premiere audio visual systems integrators. This year PCS celebrates 20 years of providing leading edge solutions and services to the broadcast and corporate presentation media industries. PCS is a division of Media General, owner of television, newspaper and Internet media properties throughout the southeastern United States. For more information visit [www.pcomsys.com](http://www.pcomsys.com).

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