

FOR IMMEDIATE RELEASE
Steve Lundin: (312) 566-0007
BIGfrontier Communications Group

BIGfrontier announces Independent Forensics as newest client
Nation's leading independent forensics laboratory names BF as agency of record

Chicago, IL – January 20, 2006 – BIGfrontier, Chicago's award winning public relations boutique, was selected by Independent Forensics to increase their national exposure in their industry and with consumers.

"BIGfrontier's expertise working with unusual business models and their mastery of the consumer mind made them a perfect choice for our company," says Jack Keehma, CEO of Independent Forensics, "their ability to work simultaneously with trade and national press is a big plus."

"This is a really exciting account for us, IF's products are the best in the marketplace and we look forward to introducing them to the general consumer. Do you know of any other agency who can keep a straight face while discussing bodily fluids with a journalist?" Asks Steve Lundin, Founder of BIGfrontier.

BIGfrontier will be utilizing their signature BIGidea campaign coupled with vertical market outreach and expert placement to make Independent Forensics the national experts on forensic testing. The campaign will be conducted both regionally and nationally and targets B2C and B2B audiences.

#

About BIGfrontier

BIGfrontier is Chicago's premiere creative Public Relations boutique. Holding a roster of client's in the consumer product, technology and legal markets BIGfrontier uses its creative expertise to facilitate a BIGidea for each account. Fresh thinking, media expertise and a mastery of the written word are all reasons why clients who chose BIGfrontier recognize that *Creativity creates Customers*: www.BIGfrontier.com
Producers of the award winning BIGfrontier events: www.BIGfrontier.org

About Independent Forensics

Independent Forensics is a leading DNA research and analysis laboratory with a scientific team that includes 5 Ph.D.s and 2 M.S. level forensic scientists. Independent Forensics' scientific group has over 60 combined years experience in DNA and related scientific fields. Independent Forensics' services include paternity, immigration, CODIS data basing, casework, and expert witness testimony and product development for the forensic community including SampleTrak software and the Rapid-Stain Identification test for Semen. Accreditations include: Forensic Quality Services – ISO/IEC 17025, American Association of Blood Banks (AABB), New York State Department of Health (NYDOH) and Clinical Laboratory Improvement Act (CLIA). Proficiency Testing is administered by the College of American Pathologists (CAP).