



900 Route 9 North  
P.O. Box 248  
Woodbridge, NJ 07095  
Tel: (888) 473-6398  
Fax: (732) 634-3407  
[www.extensigroup.com](http://www.extensigroup.com)

## **EXTENSIS ARTICLE HIGHLIGHTS THE IMPORTANCE OF POSITIVE PR TO SMALL BUSINESS**

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WOODBIDGE, N.J. – Extensis Group LLC., New Jersey’s largest Professional Employer Organization (PEO), has publicly released a recently-published article on the importance of public relations to small business. The article focuses on how working to improve two key relationships, employee and community, can strongly impact the impression that current and potential employees and clients, and the community-at-large, have of your business.

Originally published in *hrDispatch*, Extensis’ newsletter to clients covering employment and HR issues, the article is being re-released to the public, free of charge here:

<http://ezinearticles.com/?How-is-Your-Company-Seen-in-the-Community?&id=1325298#>

“Effectively managing your company’s image is beneficial because successful, well-respected organizations attract and retain top quality employees” said Don Abernathy, President of Extensis. “Being perceived as an employer of choice, with strong ties to your community, can be small business’ advantage in the marketplace.”

Extensis was founded ten years ago with the concept of providing PEO services to the small and mid-sized business community in the NJ-NY metropolitan area. By focusing on actively guiding our clients through the challenges of growing a business, Extensis helps our clients become true employers of choice in their business communities.

For more information about how Extensis can assist your business, please call us at (888) 473-6398, or visit [www.extensigroup.com](http://www.extensigroup.com).

### **About Extensis Group LLC.**

Extensis Group LLC. is New Jersey’s largest Professional Employer Organization, providing outsourced HR, Benefits and Risk Management Services, including Payroll, Tax, Insurance, Human Resources and Regulatory Compliance. For more information call Extensis at (888) 473-6398 or visit [www.extensigroup.com](http://www.extensigroup.com).

### **Contact:**

For Extensis Group LLC.  
John Powell, 888-473-6398