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## **RTP-Based CEO Forms Interactive Holdings**

**DURHAM, NC-** Robert Befus, CEO of Presentation Strategies Inc., has formed Interactive Holdings as the first step in creating an international digital marketing solutions company. According to Mr. Befus, the mission of Interactive Holdings is “to provide marketing solutions powered by the intelligent application of design and technology.”

Interactive Holdings has begun the process of identifying “new media” companies in both the U.S. and abroad that fit its criteria for acquisition. “We’re interested in companies that are successful but aren’t sure how to reach their next level of growth,” explained Befus. Targets for Interactive Holdings include companies specializing in interactive multimedia development, strategic communications, digital marketing, presentation design/development/delivery, and content development firms.

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In general a company acquired by Interactive Holdings will retain its leadership and independence but will receive operational support from Interactive Holdings in areas such as accounting, information technology and human resources. “Our primary focus is to serve each new operating unit in ways that will enable them to focus 99% of their efforts on serving customers,” said Befus.

The Interactive Holdings business model provides customers with the service and convenience of a local multimedia development company, combined with the economic, geographical and technological advantages of a large international firm. “By following this model, we are positioned to give customers the best of both worlds,” said Befus.

In addition to providing operational support for acquired companies, Befus said that Interactive Holdings is also “committed to putting a high value on people, integrity and other deep, faith-based principles.” As part of this commitment, Interactive Holdings’ employees will own a percentage of the company. “Employee ownership and developing wealth for everyone who works with us is a critical factor to success,” explained Befus.

For more information about Interactive Holdings, call **Ellen Weber** at **919-763-1400**.