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Strata-G to promote boot sales

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Warmbat Australia, the fastest-growing brand of Australian sheepskin boots in the world, has tapped Cincinnati-based Strata-G Communications to raise brand awareness through a fully integrated public relations campaign.

Based in downtown Cincinnati, Strata-G, a full service marketing communications agency, is expected to drive sales of the popular boot, which quadrupled its projected fourth quarter revenue in 2006.

Warmbat projects 2007 sales of \$5 million to \$8 million.

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