



High Performance Prose Marks New Era In Company History

Nicole Girkey Becomes Owner and CEO of High Performance Prose

([PRWEB](#)) August 7, 2004 -- High Performance Prose announced today that it is now under new ownership. Having recently purchased the company from Sue Elliott-Sink, Nicole Girkey has now taken ownership and become the new CEO of the agency. "It's business as usual at High Performance Prose," says CEO Nicole Girkey. "Every day we wake up excited about promoting our clients in new and innovative ways and sharing our gifts with others, while bringing a smile to their faces, and the new ownership hasn't changed that one bit."

"Nicole has been running the day-to-day operations of High Performance Prose for quite some time, and it's very exciting to see her step up to the next level as owner," says Sue Elliott-Sink. "The change should be seamless for clients, who remain in the capable and talented hands of Nicole and her terrific team. Meanwhile, I'm thrilled to have the time to devote to my new business, Easier Way Media Inc., which specializes in producing and selling e-books online at www.EasierWayMedia.com."

"This is a very exciting time for both myself and High Performance Prose," says CEO of High Performance Prose, Nicole Girkey. "Harnessing the creative energy and all of the potential of the staff and the company, I know that we are going to be bigger, better and stronger than ever. It's such an honor to run and own a company of such great stature and I look forward to working hard to raise the bar to that next level."

High Performance Prose is a full service PR agency that secures exposure for clients' products and services through a variety of media outlets. A select few of the company's high-profile clients include Royal Purple; Wax Poetic; BW-AirWerks (the new forced-air performance program from BorgWarner Turbo Systems North America); Innovative Turbo Systems; Gooding & Company; Covenant House California; House of Champions; Smeding Performance and Autotecnica.

About High Performance Prose

High Performance Prose Inc. (HPP), located in Winnetka, CA, brings quality stories and messages to the media to make their lives easier, to help grow clients' businesses and to help consumers find the products and services that will make their lives safer, easier and more fun. For more information on HPP, visit our web site at www.hpprose.com or give us a call at 818-349-1232.

**Contact Information****Dana Mones**

HIGH PERFORMANCE PROSE

<http://www.hpprose.com>

818-407-3496

Online Web 2.0 VersionYou can read the online version of this press release [here](#).