

## Matter Communications Expands Management Team

**Newburyport, Mass. – October 7, 2008** – Matter Communications, Inc., a full-service public relations agency specializing in consumer and high-technology markets, today announced the expansion of its management team to serve the needs of the agency’s growing client roster. Since its founding more than five years ago, Matter has been growing steadily by adding team members who blend agency and corporate-side public relations experience to best deliver results-focused communications programs. These latest management team appointments reflect Matter’s continuing commitment to staffing accounts with experienced leadership, independent of a client’s program size or scope.

“We have always placed a high value on senior-level involvement across all accounts, and we attribute much of our success to this hands-on approach,” said Gene Hunt, co-founder and principal, Matter Communications. “The key is to be able to consistently deliver smart and strategic planning, along with thoughtful analysis of tactical activities and a lasting commitment to corresponding results. We’re pleased that we’ve been able to continue to attract and retain talented professionals who share this vision and who will help us serve new clients and new markets,” he added.

### New management team members

Matter’s approach to working with clients is based on senior-level participation at every step. The following Matter management team members serve as strategic and tactical contacts for both existing and new clients:

- Kelly Mount, account director – Kelly brings more than 20 years of experience in consumer marketing, social media and publishing to Matter. Before joining the company, Kelly served as creative services director at GQ. Prior to that, she held various marketing and publicity responsibilities at *Modern Bride* and other publications.
- Marisa Carullo, account manager – Having held communications positions at Prestige Connection and Catchpole Corporation, Marisa brings extensive branding, speaker’s bureau and media relations experience to her teams at Matter.
- Ariane Doud, account manager – Ariane was recently promoted to the position of account manager. Since she joined Matter in 2007, Ariane has made valuable contributions to the strategic and tactical initiatives of her account teams. Having worked for Mullen Public Relations and Weber Shandwick prior to Matter, she brings a wealth of communications experience to her work.
- Tobi Young, account manager – Tobi was recently promoted to account manager in Matter’s office in Providence, RI, where she has contributed to outstanding account service and growth in the agency’s client base over the past two years. Prior to Matter, Tobi served as enterprise program manager at American Power Conversion (APC).

Named a “Best Place to Work” in 2008 by the *Boston Business Journal*, Matter employs 35 communications professionals in three offices nationwide.

### About Matter Communications, Inc.

Headquartered north of Boston in Newburyport, Massachusetts, and with offices in Providence and San Francisco, Matter Communications executes creative, results-driven public relations programs on behalf of consumer and high-technology clients across the U.S. and Europe. Founded in 2003, Matter’s PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns. For more information, please visit [www.matternow.com](http://www.matternow.com).

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