

Results Matter: Matter Communications Celebrates Fifth Anniversary and Marks Five Consecutive Years of Significant Growth

Positive Performance Driven by Ongoing Expansion of Client Base and Increased Account Scope

Newburyport, Mass. – April 2, 2008 – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in consumer and high-technology markets, today celebrates its fifth anniversary while announcing a year-over-year revenue increase of more than 40% in 2007. In addition to increases in existing client budgets and associated agency responsibilities, the company attributed its growth to a greater number of retained clients and the consistent delivery of high-impact results that has led to minimal client turnover. With five years of success in executing business-driving public relations campaigns, Matter's unique client service model has proven to be well-suited for organizations that demand sound strategic counsel and outstanding tactical results.

"Our teams have always maintained a close focus on generating communications results that directly contribute to our clients' business success," said Scott Signore, principal, Matter Communications. "Thanks to our consistent track record, we've been able to grow organically through referrals and establish retainer-based relationships with many new clients. Like my partners, Gene Hunt and Patty Barry, I am extremely proud of our agency's growth and success, but we're even happier with the services we consistently deliver on behalf of clients who have selected us as their agency partner. We look forward to continuing success in the years ahead."

During the past year, several noteworthy achievements enabled Matter to build on an already strong foundation, including:

- **New clients** – In 2007, the company established relationships with nearly a dozen new clients including Bitstream, Champion Exposition Services, Compellent Technologies, Clean Diesel Technologies, Inkling Markets, PURVIS Systems and Vertus.
- **New talent** – To support new and growing accounts, Matter hired ten additional PR professionals, bringing the company's total staff to 30.
- **New office space** – Matter addressed the need for additional space in Providence, Rhode Island, by moving from Richmond Square to a larger office on West Exchange Street. Matter also expanded the company's Newburyport office space.
- **New market** – In late 2007, Matter expanded its geographic presence by opening an office in San Francisco. This strategic location will support the many technology, consumer and business-to-business companies that are expanding operations or establishing headquarters in and around the Bay Area.

"We have worked with public relations agencies around the world – from Europe to Asia to Latin America and here in the U.S. As a result, we have high expectations for our agencies and know exactly what to look for when choosing a new firm to represent us," said Sam Harmer, public relations manager, Lexar. "We chose the Matter Communications team years ago and have never looked back. Matter provides outstanding client service and, most importantly, proven results time and time again."

About Matter Communications, Inc.

Headquartered north of Boston in Newburyport, Mass., and with offices in Providence, Rhode Island and San Francisco, Matter Communications works with consumer and high-technology clients across the U.S. and Europe to deliver creative, results-driven public relations and marketing services that help companies generate more business. 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.

For additional information, contact:

Andrew Rodger
Matter Communications
978-499-9250, ext. 233
andrew@matternow.com

###