

Matter Communications Nearly Doubles Revenue in 2006

Technology PR Firm Adds Ten New Clients, Increases Staff, Opens Second Office

Newburyport, Mass. – Jan. 23, 2007 – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in technology and business-to-business markets, today announced a year-over-year revenue increase of more than 90% in 2006. This outstanding performance is directly attributed to new client wins, expansion of existing client accounts, and growth and continuity among the agency's professional staff. In addition, consistently high levels of public and media relations effectiveness with positive results led to minimal client turnover.

"While we're quite pleased with our consistent and substantial growth, we take pride in the fact that as we've grown we've had minimal client and employee turnover," said Scott Signore, Principal, Matter Communications. "Our professionals are among the very best in the business. The strategic counsel they provide, the hands-on effort they bring to each account, and the results they generate are second to none. Matter clients value the way we work, and as a result our relationships grow stronger as we achieve success together."

During the past year, Matter built on its solid foundation thanks to several noteworthy achievements that drove the company's success:

- **Added ten new clients** – In 2006, the company established an agency-of-record relationship with ten new clients including Expolmaging, InfoMedics, Interactive Video Technologies (IVT), Lowepro, PhotoShelter and Tyco Telecommunications.
- **Introduced new packaged offerings** – To ensure that clients appropriately apply their public relations efforts to deliver maximum results, the company introduced a suite of packaged services that allow a current or prospective client the opportunity to easily identify initiatives that will help achieve business objectives.
- **Opened an office in a new market** – In May, the company opened an office in Providence, Rhode Island, strategically located to support the many technology, consumer and business-to-business firms that are rapidly expanding operations or establishing headquarters in and around the state capital. Based on rapid growth and success in 2006, the Matter Providence office will move to a new, larger space in February 2007.
- **Increased staff** – As new accounts were added during the year, Matter hired eight PR professionals, bringing the company's total staff to 20.

Founded in 2003, Matter maintains a commitment to two guiding principles: *clients for life* and *employees for life*. Matter's PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns. Marketing communications services include collateral design and production, direct marketing campaigns, website development and corporate branding programs.

About Matter Communications, Inc.

Headquartered north of Boston in Newburyport, Mass., and with an office in Providence, Rhode Island, Matter Communications works with high-technology clients across the U.S. and Europe. The agency's principals and team members have decades of service in marketing and technology public relations.

Matter Communications delivers creative, results-driven public relations and marketing services that help clients generate more business. For more information, please visit www.matternow.com.

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