

## **Matter Communications Wins Five New Technology Accounts**

### *Results-Driven Public Relations Services Embraced by New Clients*

**Newburyport, MA – June 27, 2006** – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in technology and business-to-business markets, today announced that it has been retained by five new clients, including leading companies in the digital imaging and web-based workflow markets. Unique among public relations agencies, Matter's recently introduced suite of packaged services is a contributing factor in the company's rapidly expanding roster of clients.

"Our programs offer clients the opportunity to directly address their highest priority communications and business needs," said Colleen Sheehan, vice president, Matter Communications. "This unique approach helps clients maximize their public relations investment by appropriately channeling Matter's expertise and energy in ways that best support their business objectives."

Like all companies Matter works with, these new clients place exceptionally high value on the agency's senior-level involvement in communications strategy and execution, which ensures that the results generated by account teams have a significant business impact. Matter's new clients include:

**ECRM** – a global leader in imaging technologies for the graphic communications industry

**Expolmaging** – the pioneer in white balance filters for professional and consumer digital cameras

**Interactive Video Technologies (IVT)** – a world leader in the production, management and distribution of live and on-demand webcasting

**Nancy Plowman & Associates** – a consulting firm specializing in solving print production-related problems

**Teamwork Solutions** – a provider of sophisticated applications and workflow tools for Lotus Notes, IBM WebSphere and the Internet

Matter's suite of packaged programs includes BrandMatter™, BusinessMatter™, ChannelMatter™, ProductMatter™ and CreativeMatter™. Each directly addresses a critical area of a company's overall communications program while leveraging the core strengths of Matter professionals. Information about these services can be found at [www.matternow.com/WhatWeDo.htm](http://www.matternow.com/WhatWeDo.htm)

"Knowing Matter's lengthy and successful history in working with other companies in our market, such as Lexar, I.R.I.S. and Digital Railroad, I'm confident that their team will also succeed when executing ProductMatter services on our behalf," said Erik Sowder, president, Expolmaging.

With leadership experience on both sides of the client/agency relationship, Matter maintains its 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](http://www.matternow.com).

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