

Matter Communications Strengthens Management Team; Promotes Matt Landry to Vice President

Also Hires Charna Cummings as Senior Account Executive

Newburyport, Mass. – March 5, 2008 – Matter Communications, Inc., a full-service public relations agency specializing in consumer and high-technology markets, today announced the promotion of Matt Landry, a founding Matter employee responsible for some of the agency's highest-profile media results, to the position of Vice President. The company also announced the addition of Charna Cummings, a public relations veteran with more than 10 years' experience in PR agency positions, as a Senior Account Executive.

"We've strengthened our organization by promoting Matt to a position that allows him to contribute to the agency's growth, while continuing to leverage his exceptionally strong media relationships for tactical success," said Scott Signore, Principal, Matter Communications. "In addition to making Matt a part of our senior team, we are equally pleased to welcome Charna, an established PR professional with a decade of valuable public relations experience."

As Matter's first staff-level hire in 2003, Landry exemplifies the company's guiding principles: *clients for life* and *employees for life*. He consistently provides smart, strategic advice, while generating results that help his clients achieve business and communications objectives. Landry joined Matter after holding positions at several public relations agencies, including Miller/Shandwick Technologies (now Weber Shandwick), LNS Communications and Topaz Partners.

Cummings joined Matter in February 2008 after working at several of the area's best-known communications agencies, including Catchpole Corporation, Mullen and Beupre, an Omnicom Company. At each professional stop, Cummings counseled her clients on messaging strategy and communications planning, and successfully implemented business, trade media and analyst relations programs.

Founded in 2003, Matter's PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns.

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 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. For more information, please visit www.matternow.com.

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