

Matter Communications Expands with New Office in Providence, Rhode Island

Rapidly Growing Firm Aims to Meet Local Technology PR and Marketing Communications Need

Providence, RI – May 22, 2006 – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in technology and business-to-business markets, today announced that the company has expanded with the opening of an office in Providence, Rhode Island. The new office is strategically located to support the many technology, consumer and business-to-business companies that are rapidly expanding their operations or establishing headquarters located in and around Rhode Island's capital city. This office is the second for the Newburyport, Massachusetts-based organization, which now employs 15 full-time public relations professionals.

"Matter fills a technology public relations void in Rhode Island," said Chet Lasell, director of public relations, APC of West Kingston, RI. "While offering real technology experience typically found at larger agencies, Matter is a nimble group and flexible enough to work with clients both large and small. I'm sure that many new and well-established technology companies will benefit from their expertise."

In addition to the growing number of companies across the country that are expanding into Rhode Island, there are many existing locally-based businesses that may wish to communicate more effectively with their target audiences and drive sales. These firms can benefit from Matter's proven track record in leading communications programs on behalf of industry-leading technology companies such as ATG, Lexar and M/A-COM, among others.

The Matter Providence office is located at One Richmond Square and will be managed by Andy Meltzer, who brings significant experience in high-tech public relations to the agency. Before joining Matter in 2004, Meltzer served as account director for Stauch Vetromile and Mitchell (SVM), a full-service PR and marketing agency in East Providence, RI. Prior to SVM, Meltzer was an account manager at FitzGerald Communications, a Boston-based high-tech public relations agency that is part of the Omnicom group of companies.

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.

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