

## **PhotoShelter and Studio 1011 Select Matter Communications for Public Relations Support**

*Matter's Providence Office to Service Both New Clients;  
Company Plans to Add Staff and Expand Physical Presence by 2007*

**Newburyport, MA – October 30, 2006** – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in technology and business-to-business markets, today announced that PhotoShelter, a leading online archive and marketplace for professional photographers, and Studio 1011, a full-service design firm with expertise in a variety of markets including healthcare, automotive, energy and telecom, have selected Matter Communications for public relations support. Both clients will be serviced by the rapidly expanding team of public relations professionals based in Matter's Providence location.

"Matter Communications' proven experience in both the photography and technology space makes them a perfect fit for PhotoShelter," said Allen Murabayashi, CEO of PhotoShelter. "As we seek to further expand our presence in the professional photography market, we will work with Matter Communications as an extension of our internal marketing team and the agency will be a major contributor to our plans in the coming year."

These client wins highlight the continuing growth of Matter Communications, which has established itself as one of Providence's most experienced and responsive full-service technology-focused agencies. The agency expects to continue to add staff to its team and, in early 2007, will expand its office space within the city.

"Since launching the Matter Communications office in Rhode Island less than a year ago, we have enjoyed a great deal of success in a short amount of time, accentuated by the addition of two outstanding companies, PhotoShelter and Studio 1011, to our client roster," said Andy Meltzer, vice president, Matter Communications Providence. "In the coming months, we'll continue our company growth within Rhode Island and work to address the area's ongoing need for senior-level PR and marketing expertise in high-technology and many other industries."

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 experience 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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