

FOR IMMEDIATE RELEASE

Verizon Wireless New England Selects Matter Communications as Public Relations Agency of Record

Newburyport, Mass. – March 17, 2009 – Matter Communications, Inc., a full-service public relations agency specializing in consumer and high-technology markets, today announced that Verizon Wireless, the company behind the nation's largest and most reliable wireless voice and data network, has retained the agency's services for public relations support in New England. Verizon Wireless has selected Matter Communications to craft and implement tactical public relations campaigns that increase the company's visibility in traditional and online media.

"Matter Communications not only demonstrated a clear understanding of our company and the industry, but a keen sense of the both the mainstream and non-traditional media landscape in New England," said Michael Murphy, New England region public relations manager, Verizon Wireless. "We look forward to working together to expand our leadership position among wireless carriers in New England."

The addition of Verizon Wireless strengthens Matter Communications' diverse roster of consumer and high-technology clients, including ATG, Compellent Technologies, CVS/Pharmacy and Lexar Media.

"Verizon Wireless is an industry leader with a commitment to providing the most comprehensive, customer-focused service of any wireless carrier in the country. These are brand assets we are eager to leverage as we begin a long and successful partnership," stated Colleen Sheehan, senior vice president, Matter Communications. "From offering customers cutting-edge communications devices to providing them with a leading 3G network, Verizon Wireless' dedication to excellence mirrors our own commitment to generating business-driving results for our clients. We are thrilled to have the opportunity to serve as the agency of record for Verizon Wireless New England."

Founded in 2003, Matter maintains a commitment to two guiding principles: clients for life and employees for life. Named "Best Place to Work" in 2008 by the *Boston Business Journal*, Matter employs 35 communications professionals in three offices nationwide.

About Matter Communications, Inc.

Headquartered north of Boston in Newburyport, Massachusetts, and with offices in Providence and San Francisco, Matter Communications executes creative, results-driven public relations programs on behalf of consumer and high-technology clients across the U.S. and Europe. Founded in 2003, Matter's PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns. For more information, please visit www.matternow.com.

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