

**FOR IMMEDIATE RELEASE**

**Five Leading Technology Companies Select Matter Communications  
for Public Relations Services**

*Proven Track Record of Client and Employee Retention Appeals to New Clients  
in a Variety of Sectors*

**Newburyport, Mass., – March 1, 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 recently been selected as the PR agency supporting five high-profile technology companies, including ATG, Facilis, Gunze, LoadSpring Solutions and NovaBay Software. While each company had a different set of decision criteria, the agency's established track record of client and employee retention was a significant factor in each case.

"Clearly, Matter Communications' highest priorities are outstanding client service and employee retention," said Tucker Walsh, director of public relations at ATG. "I was confident in my decision to work with Matter, knowing that the time and energy committed to ramping-up team members was a valuable investment toward our long-term successful working relationship. This confidence was further enhanced by Matter's growing list of long-standing, satisfied clients," he added.

"Since day one we have focused on hiring the best public relations professionals available, and on providing a work environment that enables our team to apply a business-driving approach to serving clients – ultimately helping their organizations achieve success," said Scott Signore, principal, Matter Communications. "Our employee and client turnover has been minimal – a testament to the quality of both our performance and our work environment," he added.

Matter's newest clients are organizations that place a high value on the outstanding day-to-day attention that can only be provided by a consistent, dedicated team. These new clients include:

ATG – the software provider behind the most consistent and relevant marketing, commerce, and customer service experiences ([www.atg.com](http://www.atg.com))

Facilis Technology – a leader in shared storage for the post-production industry ([www.facilistech.com](http://www.facilistech.com))

Gunze – the largest supplier of analog resistive touch panels in the world ([www.gunzeusa.com](http://www.gunzeusa.com))

LoadSpring Solutions – a leading provider of application management and hosting systems for remote connectivity ([www.loadspring.com](http://www.loadspring.com))

NovaBay Software – a premier national reseller of Oracle products and solutions ([www.novabaysoftware.com](http://www.novabaysoftware.com))

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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. Creative services include collateral design and production, direct marketing campaigns, website development and corporate communications programs.

**About Matter Communications, Inc.**

Headquartered north of Boston in Newburyport, Mass., 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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