

FOR IMMEDIATE RELEASE

## PR Agency Matter Communications Adds Five Clients

*Early-Stage and Established Firms Leverage Matter Communications' Flexible, Results-Focused PR Programs*

Newburyport, Mass. – July 7, 2009:

### What Matters

- [Matter Communications, Inc.](#), a full-service [public relations agency](#) specializing in consumer and high-technology markets, today announced continued growth in its [client base](#) as five companies have selected Matter for [public relations services](#).
- Matter's client roster additions include:
  - [Agion Technologies](#) – a leader in providing natural antimicrobial solutions based on silver, "Nature's antimicrobial"
  - [BatchBlue Software](#) – a developer of useful, user-friendly CRM software for small businesses
  - [ExaGrid](#) – a leader in cost-effective, scalable disk-based backup solutions with byte-level data deduplication
  - [SchoolPictures.com](#) – a provider of stress-free school picture-taking services that generate thousands of additional dollars for school budgets
  - [UNBOUND Technologies](#) – a Social Network Intelligence (SNI) company that provides marketers with detailed demographic information and intelligence on more than 260 million consumers, and a comprehensive understanding of online influencers and communities
- Matter's newest clients join a [lengthy list of companies](#) that already capitalize on [the public relations agency's expertise](#) in corporate communications, media relations, analyst relations, new product launches, speaker's bureau and event support, and social media.
- From trade media and Twitter, to targeting bloggers and business press, Matter Communications differentiates itself by consistently delivering creative, [results-focused PR programs](#).

### Supporting Quotes

- "In a business climate that's challenging for many companies, a growing number of those we talk to see the value in effective public relations support," said [Gene Hunt, Matter Communications principal and CMO](#). "PR can cover a lot of ground in terms of messaging and keeping a company in front of its target audiences. Because our team is committed not only to execution but also to measuring the efficacy of our programs, clients know they will receive a solid return on their communications investment."

### Tags

PR agency, Matter Communications, Technology marketing, Boston-area PR, New PR clients, Social media relations

### Additional Information

- Web site: [Matter Communications](#)
- Results that Matter: [Recent Client Coverage and Results](#)
- Blog: [Matter Chatter](#)

### **About Matter Communications, Inc.**

Headquartered north of Boston in Newburyport, Massachusetts, and with an office in Providence, Rhode Island, 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 go to [www.matternow.com](http://www.matternow.com) or visit the [Matter Chatter](#) blog at [www.matternow.com/blog/](http://www.matternow.com/blog/)

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