

Matter Communications Wins Bell Ringer Award from Publicity Club of New England
PR agency recognized for outstanding response to breaking news

Newburyport, Mass. – June 9, 2010 – Matter Communications, a [full-service public relations agency](#) specializing in high-technology and consumer markets, announced today that its work on behalf of [Altman Vilandrie & Company](#) was honored at the Publicity Club of New England Bell Ringer Awards in the “Response to Breaking News” category. The Bell Ringer Awards recognize excellence in public relations.

“Matter prides itself on providing clients with timely strategic counsel and agile execution of business-driving public relations,” said Scott Signore, principal and CEO, Matter Communications, Inc. “Our work with Altman Vilandrie & Company exemplifies that approach to PR, and we’re delighted to be recognized by the Publicity Club of New England for our achievements.”

Matter was honored for the extensive business press coverage it delivered for Altman Vilandrie & Company, a strategy consulting group that focuses on the communications, media, clean tech and related technology and investor sectors, when Google launched its Nexus One phone.

In a three-month period, Altman Vilandrie & Company was covered in the *Wall Street Journal*, *New York Times*, *CNNMoney.com* (three times), *Investor’s Business Daily* (three times), *The Globe and Mail*, *Forbes* and *The Associated Press*. In all, Altman Vilandrie & Company appeared in articles on 1,700 Web sites around the world.

Consistent with [Matter’s approach](#) of tying PR tactics closely to clients’ business goals, the extensive coverage supported Altman Vilandrie & Company’s objective of raising its profile and bolstering its industry expertise through business press coverage.

“Matter is a top-notch agency partner,” said Steve Conway, chief operating officer, Altman Vilandrie & Company. “The team’s smart planning, thorough news monitoring and aggressive outreach has raised our visibility and positioned us as a great resource in the business press.”

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 clients across the U.S. and Europe. Matter maintains a broad portfolio of clients in high-technology, consumer-technology and consumer markets – including, among many others, APC, ATG, CVS/pharmacy, Harris Corporation, Lexar and Verizon Wireless. Founded in 2003, Matter’s PR services include company and product launches, product reviews, analyst and media relations, social media campaigns, crisis communications and thought leadership programs. For more information, please go to www.matternow.com or visit the [Matter Chatter](#) blog at www.matternow.com/blog/

About Altman Vilandrie & Company

Altman Vilandrie & Company is a strategy consulting group that focuses on the communications, media, clean tech and related technology and investor sectors. The company’s consultants are experienced in strategy, marketing, finance, M&A, technology, regulatory and operations disciplines. Based in Boston, Altman Vilandrie & Company enables clients to seize new opportunities, navigate mounting challenges, improve business performance, and increase investor value within complex and

converging industries. Ninety percent of the boutique firm's operator clients are large- to mid-cap companies including service providers, content creators and aggregators, and equipment and software developers. Altman Vilandrie & Company's financial clients include many of the largest and most prominent investors in the communications, media and related technology markets. More information can be found at www.altvil.com.

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