

Matter Communications' Scott Signore Named One of *PRWeek's* "40 Under 40"
Signore honored for founding and running flourishing, business-driving PR agency

Newburyport, Mass. – August 2, 2010 – Matter Communications, a [full-service public relations agency](#) specializing in high-technology and consumer markets, announced today that *PRWeek* recognized Scott Signore, principal and CEO, in its annual "40 Under 40" list.

Signore founded Matter Communications in 2003 with a goal of creating a PR firm that would have a more direct results-based impact on [clients'](#) businesses. During the past seven years, the company has grown from two clients and four employees to just fewer than 40 employees and 35 clients. This growth can be directly attributed to Signore's strong leadership, minimal client and employee turnover, account expansion and the consistent delivery of high-impact results.

Amid the recent economic downturn, Matter bucked industry trends when it increased its number of public relations [professionals on staff](#), maintained staff-level promotions and the company's generous performance bonus program, improved its already excellent dental and health care benefits, and added time-off to a generous vacation calendar. *PRWeek* honored Signore for the successful launch of a profitable PR agency, as well as his ability to navigate Matter through an economic crisis while avoiding job, salary and benefit cuts.

"From the day we first hung the sign at Matter, our agency has been entirely focused on executing public relations programs that directly improve our clients' business," said Signore. "Since our founding, we have seen remarkable growth and have formed a staff of likeminded professionals who work diligently toward our clients' success. While this individual recognition from *PRWeek* is certainly an honor, my own accomplishments are overshadowed by the success of the agency as a whole and our collaborative approach to communications."

"Scott and the Matter team have been our trusted agency partners for the past seven years," added Jeff Cable, director of marketing, Lexar Media, Inc. "During that time, Scott has proven to be a brilliant business person with an innate knack for matching communications programs to our business goals. Not only is Scott an intelligent individual who proves his value in a professional manner, he is also a real gentleman, who greatly deserves this recognition from the PR community."

Outside of the day-to-day operation of the agency, Signore has tirelessly dedicated his time and energy to a lengthy list of non- and not-for-profit causes. Through financial contributions, sponsorships and/or volunteerism, his generosity has benefitted the Boston Area Rape Crisis Center (BARCC), the Salvation Army (Newburyport, MA), Wediko Children's Services (Boston, MA), Camp Sunshine (Casco, ME), Feeding America (formerly America's Second Harvest), and Lowell's Boat Shop (Amesbury, MA). In addition, Scott holds a Board of Director position at the Jeanne Geiger Crisis Center (Newburyport, MA), the Newburyport Youth Soccer Association (NYSA), and Photolmaging Manufacturers and Distributors Association (PMDA).

More information on the winners of the "40 Under 40" list can be found by [clicking here](#).

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](http://www.matternow.com/blog/) blog at www.matternow.com/blog/

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