

FOR IMMEDIATE RELEASE**Matter Communications Provides Media Lounge for PMA Press Attendees at Booth G280**

*Leading Digital Imaging PR Firm Offers Comfortable Work and Relaxation Area;
Media Welcome at In-Booth Reception*

Newburyport, Mass. – February 25, 2009 – Matter Communications, Inc., a full-service public relations agency specializing in consumer and high-technology markets, today announced that its booth, G280, located on the main floor of next week's Photo Marketing Association (PMA) trade show, will be open to the press as an alternative media center. Media attendees will be welcome to use the space as a work and meeting area, to access the Internet and relax with refreshments throughout the show. Matter will also be hosting an in-booth reception on Wednesday, March 4 from 4:00 – 6:00 pm. Members of the press wishing to attend the reception are asked to respond via e-mail to rsvp@matternow.com.

In addition to these in-booth activities, Matter Communications is scheduling one-on-one meetings for the press with its roster of leading digital imaging companies, including Lexar, Lowepro, Expolmaging, liveBooks, Vertus and first-time PMA exhibitor Serif. Each company will be providing new product demonstrations and distributing news announcements during the show. To schedule a meeting with one of these Matter clients at PMA, members of the press are invited to stop by the Matter booth at any time.

"Our organization has strong roots in the digital imaging market and we are proud to represent some of the most innovative companies in the industry," said Scott Signore, principal and CEO, Matter Communications. "We are thrilled to offer our clients and friends in the media a comfortable place to take a break without having to leave the PMA show floor. Our in-booth reception on Wednesday is sure to be a great networking opportunity – and an all-around good time for those who are able to attend."

Founded in 2003, Matter maintains a commitment to two guiding principles: clients for life and employees for life. Named a "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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