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## McMurry Lands Six New Custom Publishing Accounts

**Phoenix**—In the last 90 days, McMurry has earned six new custom publishing accounts worth \$1.6 million, attributable in large part to new leadership and reinvestment in its historically strong healthcare custom publishing practice.

The accounts include deals with Parker Adventist Hospital (Denver, Colo.), St. John's Riverside Hospital (Yonkers, N.Y.), Mission St. Joseph Hospital (Mission Viejo, Calif.), Mercy Medical Center (Canton, Ohio), Memorial Hospital (Pawtucket, R.I.) and Norwegian American Hospital (Chicago, Ill). McMurry estimates it has 120 healthcare custom publishing accounts.

"I can't compliment enough the outstanding work and attitude of the revamped team that works with clients in this market. They are really approaching everything with new ideas and incredible enthusiasm, and it is paying off handsomely," said SVP/Publishing Fred Petrovsky.

McMurry's roots, dating back to when the business first opened its doors in 1984, are in healthcare custom publishing, although a large portion of its current annual revenue now comes from other business units and other service offerings.

### **About McMurry**

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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