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Magnum Opus Entries Reach New High

Phoenix—Entries into the annual *Publications Management* newsletter Magnum Opus Awards, which honor the top custom publishing efforts in the world, grew 41 percent from last year's entries submitted. This increase represents a broader trend related to the growing popularity of custom publications as a component of overall marketing strategy.

"Custom publishing is an amazing industry," said McMurry General Manager/Newsletters Scott Accatino, whose unit oversees the awards program as well as research that is regarded as the definitive data on the industry's trending. "All of the data suggests that the industry is continuing to flourish as corporate marketers everywhere try to break through media clutter with messaging that is relevant, helpful and builds relationships with customers."

Winners from 49 primary categories will be announced June 27, including 10 grand winners.

The Magnum Opus Awards were launched in 2004 under the auspices of *Publications Management*, a monthly newsletter that has been the leading source of information, news and data for the industry since 1998. Industry research is conducted three times annually under the same brand.

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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