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McMurry Acquires Custom Publisher, Opens Atlanta Office

Phoenix—McMurry, Arizona's largest marketing communications firm and one of the nation's leading custom publishers, announced today that it has acquired Atlanta-based custom publisher Media 3 Publications.

The deal is the fifth acquisition for McMurry since 1998, and gives the company a full-service operation on the East Coast. This move makes McMurry one of the few companies with significant custom publishing expertise that can serve its customers from multiple points in the country.

"Ultimately, we are looking to have three or four bases from which to serve existing customers and sell prospective ones," said McMurry President/CEO Chris McMurry. "Media 3 was attractive because Atlanta, like Phoenix, is a hub for business in its region. In addition, the Media 3 customer base is primarily in financial services, a market that has long embraced custom publishing as a fundamental marketing activity."

The Media 3 portfolio includes clients from coast-to-coast including Wachovia, AmSouth, Synovus Financial Corp. and Associated Banc-Corp.

"The selling process took only a few months, and every step of the way we have been more and more convinced that McMurry is the right home for our staff, our customers and our business. McMurry is progressive and well run, and that will mean good things for everyone involved with Media 3," said retiring owners Millann Funk and Patricia Adams, who started the business together in 1990.

McMurry has a broad range of custom publishing clients and is a market-share leader in the health care sector with more than 100 customers in that burgeoning niche. The Media 3 acquisition gives McMurry an additional practice concentration in the financial services market.

"As it stands now, we're serving in the neighborhood of 150 custom publishing clients. With the launch of our new custom media group this summer, we anticipate our rapid growth will continue in both Phoenix and Atlanta," added Fred Petrovsky, SVP/Publishing for McMurry.

McMurry's first acquisition in 1998 was Pennsylvania-based *SmartHealth*, the custom publishing division of Meigher Communications whose remaining assets were later sold to World Publications. In between *SmartHealth* and Media 3, McMurry's acquisitions have been focused on subscription-based businesses that target marketing communicators.

"We will continue acquiring marketing communication businesses that fit into our strategic plan as it makes sense to do so," said McMurry. "Our business has nearly doubled in recent years as a result of organic and acquired growth. The right mixture of the two growth strategies has proved beneficial."

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.

Contact

Katie Haney, Strategic Communications Specialist

P: 602-395-5850

E: Katie.Haney@mcmurry.com

