

April 19, 2006

McMurry Acquires Seventh Newsletter

Phoenix—Marketing communications leader McMurry, Arizona's largest marketing communications firm, has announced that it has acquired the newsletter *Vital Speeches of the Day* and its archive of 17,000 speeches from City News Publishing in Charleston, S.C.

"The heritage of this property, the resulting domestic and international subscriber loyalty, and the influential subscriber list is truly second-to-none," said President/CEO Chris McMurry of the property that has been continually published since it was launched in 1934 as a newsstand title, eventually evolving into a subscription-only service. "The archives are filled with some of the world's most important speeches from people like Winston Churchill, Franklin Delano Roosevelt, John F. Kennedy and many others."

Last summer, McMurry acquired *The Executive Speaker* newsletter focusing on speechwriting. *Vital Speeches* covers important and influential speeches of the present day, and parlaying the synergy of the two products and subscriber bases are part of a plan by McMurry to become a leading player in the speechmaking niche of the marketing communications sector.

Thomas Daly IV, whose great grandfather conceived of *Vital Speeches*, will continue serving as editor of the popular title. Daly is the fourth generation of his family to serve as editor.

"We have been approached by many companies over the years, and not until McMurry arrived did our family feel comfortable that the incredible tradition established would be well managed into the future," said Daly. "McMurry is a culturally and strategically unique group, and I'm looking forward to taking this 72-year-old title, together, into the next place in its evolution."

McMurry's growing list of seven subscription-based newsletter groups also includes *Publications Management*, *Copy Editor*, *Marketing Smarter with Search Engines*, *Managing People at Work* and *The Office Professional*. The company's portfolio of professional resources also includes a nine-city tour of learning workshops and 30 audio conferences for corporate professionals, six popular job boards that help generate more than 2.2 million hits to the mcmurry.com website, The Magnum Opus Awards that honor custom publishing excellence, and research that serves as the most-quoted source of sector metrics for the custom publishing industry.

Vital Speeches is the fourth acquisition made by McMurry in the last 17 months, and the sixth since 1998. Company officials say the acquisitions are likely to continue in a variety of spaces as McMurry intends to build its business through internal and acquired growth.

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

