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McMurry Acquires New York Custom Publisher Redspring

Phoenix—McMurry, Arizona's largest marketing communications firm and one of the nation's leading custom media companies, announced today that it has acquired Redspring Communications Inc., a 39-person custom publisher in Saratoga Springs, N.Y.

The deal brings the custom media clients served by McMurry to more than 200 with significant healthcare, insurance and financial services portfolios. The Redspring portfolio includes United Healthcare, Centene and other leading brands.

"We have looked at many, many custom publishing businesses over the years, and Redspring rated among the best in what we term the four P's: product, people, portfolio and potential," said CEO Chris McMurry.

Since 1998, McMurry has made seven acquisitions, three in the custom publishing arena and four in the subscription-based information services niche. Today, 145 people work for McMurry, a twofold increase in the last three years.

The company plans to relocate its Atlanta operation, which came into the fold last October when McMurry acquired custom publisher Media 3, into the larger Saratoga Springs operation. This move makes McMurry one of the few companies with significant custom publishing expertise that can truly serve its customers from multiple points in the country.

"The relocation of the Atlanta office says a lot about the company's plans to grow its Saratoga Springs presence," said James Hill, who launched Redspring in 1991, and Hill added that Redspring clients will continue working with the same team of people. "McMurry and Redspring share much in common. The differences will result in increased resources and services for customers."

As part of the activities, 15-year McMurry veteran Fred Petrovsky has been promoted to President, Custom Media where he will oversee the expanded Custom Media group within McMurry, including Saratoga Springs. Additionally, Audra Taylor has been promoted to Senior Vice President, Chief Financial Officer.

James Hill will serve as Senior Vice President, General Manager of the Saratoga Springs operation through Dec. 16, 2006, at which time the parties plan to announce his successor. An active national search is under way and interested candidates can e-mail chrism@mcmurry.com.

"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 more than doubled in recent years as a result of organic and acquired growth. The right mixture of the two has proved beneficial."

Miller Capital Markets, LLC (Miller), a Phoenix-based investment banking firm serving both public and private middle market companies throughout the country, served as financial advisor to McMurry in the transaction. Miller is an affiliate of The Miller Group, established in 1972.

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

