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McMurry Acquires Online Service

Phoenix— McMurry, Arizona's largest marketing communications firm, announced today that it has acquired IdeaBank, a globally popular online service providing its subscribers a searchable archive of more than 35,000 quotations, anecdotes and bits of humor.

"This transaction helps us build our speechmaking enterprise, which includes two subscription-based newsletters—*The Executive Speaker* and *Vital Speeches of the Day*—and an archive of more than 17,000 speeches," said CEO Chris McMurry. "Our paying customer base of corporate marketers is now approaching 12,000, and that is helping build our brand among our core customer audience. The collateral benefits of this strategy are staggering."

IdeaBank was started by Charles Francis in 1990. Because of the site's rapid search capability and the quality of its carefully selected contents, IdeaBank has continued to flourish despite the plethora of free online quotation services.

"IdeaBank is for people serious about speechmaking and other editorial work. Our subscriber base of government officials, corporate CEOs, educators, military and clergy bears this out. There is no other service like it, on or off the Internet, and our customers recognize that value," said Francis. "I have been approached many times about selling, but the McMurry organization and its leadership impressed me and gave me the confidence that what we've built will flourish."

Tom Daly, the long-standing editor of *Vital Speeches of the Day*, will take on the duties of managing the IdeaBank database, as well as serving as editor for the monthly e-mail newsletter that IdeaBank subscribers receive.

Since 1998, McMurry has made eight acquisitions, three in the custom media arena and five in the subscription-based information services niche. Today, 150 people work for McMurry, a twofold increase in the last three years.

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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