



Editorial Contact:
Erica Beaudry
Ph: 602.687.7745
erica@impress-pr.com

Company Contact:
Martijn Pierik
Ph: 602.366.5599
martijn@impress-pr.com

Impress Public Relations Acquires Smithco Marketing to Expand Into Full Service Marketing Agency

PHOENIX — July 14, 2008 — Impress Public Relations, Inc., a leading business-to-business PR agency specializing in the high-technology and life sciences industries, today announced that it has reached agreement to acquire Smithco Marketing + Communications, Inc. as part of its expansion into a full service provider of marketing communications services. Impress' expanded portfolio now includes strategic communications; public relations; branding and advertising; interactive marketing; media planning and placement; and promotion and event management.

“Over the past few years, we’ve watched large ad agencies buy up smaller PR firms to add a PR capability, almost treating it as an after thought,” said Martijn Pierik, CEO of Impress. “In the B2B market segment especially, that approach runs counter to our philosophy, in that we see strategic communications and public relations as the core component to any effective marketing program. With focus on strategic communications, we are offered immediate access to executive-level management and involved up front in the overall business and marketing strategy. Using creative strategies to visualize and shape the plans already in place offers clients a considerably stronger integrated package that is directly linked to, and an informed part of, each company's strategic and branding plan.”

Acquiring Smithco was a logical progression to a positive relationship that matured over the past two years. The companies have always been synergistic, in terms of industry focus and client roster. By becoming a single entity, service offerings will be streamlined to increase operational efficiency and bring significantly more capabilities to current and future clients.

The acquisition includes Smithco assets, clients and personnel and gives Impress the in-house capability to offer fully-integrated marketing solutions. Details relating to the acquisition will not be disclosed. Smithco founder and CEO, Kelly



Smith Bramlett, will lead Impress' creative department as director of creative services.

“Having worked frequently with the Impress team over the past two years, I have seen first hand the value and results they deliver to customers,” said Bramlett. “Moving forward together will allow us to provide a full portfolio of complementary services directly to our clients, aligning our creative strategies further on par with our customers' messaging and goals.”

About Impress Public Relations

Impress Public Relations, Inc. is a fast growing international integrated marketing communications agency specializing in the micro- and nanoelectronics, life sciences and fine chemicals industries. The company is headquartered in Phoenix, Arizona, with offices in San Francisco, California; Portland, Oregon; Providence, Rhode Island and Manchester, England. Impress also offers in-house PR services for China and Taiwan, and global support through strategic partners in Seoul, Korea and Tokyo, Japan. Impress combines more than 100 years of experience in high-tech marketing, public relations, journalism and publishing. For more information, please visit www.impress-pr.com.