

Contact:
Melissa Fisher
mfisher@groupm.org
201 227 0747 x206



333 sylvan avenue
englewood cliffs
new jersey 07632
201.227.0747 voice
201.227.1976 fax
www.groupm.org

For Immediate Release

Group M PR/Marketing Honored with Two Prestigious Awards from Business Marketing Association of New York City Small, Northern NJ Agency Stands out among Larger Peers

Englewood Cliffs NJ, June 15, 2006 — Group M Inc, a full-service Public Relations/Integrated Marketing agency, has announced that its work for its client Agfa Graphics (Mortsel, Belgium and Ridgefield Park, NJ) has been honored by the Business Marketing Association of New York City.

Group M Inc took home the coveted ACE Award in the “Newsletter Print” category for Agfa’s :Interface magazine. The 40th Annual ACE Awards ceremony was held June 8, 2006 at the Scandinavia House in New York City. Group M also took the top Public Relations award in the “Single Feature” category for its work, also for Agfa, in securing a cover feature in a popular business-to-business trade publication.

“Building close relationships with customers is a critical competitive edge. It costs about 10 times more to acquire a new customer than to keep one,” said Cheryl Benton, CEO of 747 Marketing and Chairman of the New York City Chapter’s BMA ACE Awards. “So when we see agencies like Group M, who are producing great newsletters with the goal of customer retention, we salute them, as we did with this year’s ACE awards winners.”

“Agfa Graphics’ intention with :Interface is to provide valuable information about technology, marketing, and user experiences rather than a glorified company brochure—the route so many company magazines wind up taking. Group M has guided :Interface’s editorial to help the magazine become the useful tool Agfa customers all around the world have come to respect and enjoy,” said Marc Verbiest, worldwide public relations manager for Agfa Graphics.

According to Ned Clausen, president of BMA-NYC, this year the competition received a record number of entries from agencies, publishers and marketers from all over the United States. Among the judges for the ACE awards were respected ADWEEK columnist and critic Barbara Lippert; Nancy Lavon, marketing manager, Bayer Healthcare; Andreas Combuechen, chairman, CEO and chief creative officer of Atmosphere BBDO; and Steve Nesle, executive creative director, Tribal DDB Worldwide.

“We find ourselves in enviable company,” said Rosemarie Monaco, president of Group M Inc. “We offer clients the same level of experience and skill as larger agencies, but it is not often that a small agency gets recognized among the usual stars, such as BBDO and Ogilvy & Mather. The trusting relationships we have with our clients have allowed us to achieve this success.”

In 2005 and 2006, Group M was honored with a Judges Award and an Impact Award by the BMA of New Jersey in the “External Magazine” category. In 2004, the agency was honored with two awards, including one in the “Public Relations Feature Article” category.



About :Interface Magazine

:Interface a magazine is published in 14 languages with a worldwide print circulation of 120,000. It is also available online at www.agfa.com. Distributed to customers and prospects in the printing and publishing industry, its goal is to provide readers with information that will help them grow their businesses, including articles on technical trends, user profiles and marketing strategies.

About the BMA

Begun in 1922 as the National Industrial Advertising Association, today's Business Marketing Association represents a lifetime of expertise in business-to-business marketing and communications. For more than 80 years, BMA has been the pre-eminent service organization for professionals in this vital industry. BMA has earned the respect and loyalty of members by following a simple, three-part strategic vision. One, be the primary repository of the best in business-to-business marketing information and resources. Two, attract the best practitioners. Three, promote the best practices in the industry. BMA-NYC is the New York City chapter of the Business Marketing Association. BMA-NJ is the New Jersey Chapter of the Business Marketing Association.

About Group M

Founded in 1991, Group M Inc offers public relations and integrated marketing services to a variety of clients. The company's PR and marketing philosophy combines a small agency hands-on approach with experience and success on a global scale. Group M offers a full spectrum of public relations and marketing communications services. From strategic planning through project implementation, Group M develops and delivers key messages effectively and cost-effectively. For more information, visit www.groupm.org.