



**FOR IMMEDIATE RELEASE**

## **GráficaGroup Makes Executive Appointment**

*Chester, New Jersey (February 20, 2009)* – GráficaGroup officially announces the appointment of Steven Paige as Senior Marketing Strategist. He brings over 15 years of experience in marketing, advertising, strategic planning, and client management from organizations including BBDO Worldwide, NY Waterway, Geers Gross, and Carlson & Partners. Paige has developed and executed successful integrated multimedia campaigns and tracked ROI of marketing programs for both B2C and B2B campaigns in a diverse number of industries.

In his new position, Paige will be responsible for providing account teams and clients with assistance in understanding customer behavior, defining analytics strategy, managing insight projects, developing interactive and direct marketing strategies, performing analyses, and generating reports and points-of-view. He originally joined GráficaGroup in 1999.

Paige holds a Bachelor of Arts degree from Boston College and is pursuing a Masters in Business Administration – Marketing from Seton Hall University.

### **About GráficaGroup**

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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