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CRONIN EXPANDS FOOTPRINT INTO NEW YORK

October 6, 2010/GLASTONBURY, CT – Cronin and Company, LLC, a full-service marketing communications firm rated Connecticut’s top agency five years running, is expanding its footprint through an alliance with Albany-based Millennium Business Communications, LLC. The alliance creates a powerful new offering in a communications partner for the Albany region by marrying the local market knowledge and presence of Millennium with the national experience and capabilities of Cronin.

“We’re very excited about having a presence in Albany given the tremendous growth the region is currently experiencing,” says Steve Wolfberg, partner/president and chief creative officer for Cronin. “It’s the perfect market for us to expand our footprint and we believe we have a unique offering of services and experience needed to help continue to spur expansion.”

Cronin offers integrated capabilities in advertising, interactive, public relations, social media, research, and media planning and buying. The company’s client roster boasts such brands as Konica Minolta, Amica Insurance, Benihana, Harvey Building Products, Amerifit Brands, Alouette Cheese, Humana, International Aero Engines, Dana-Farber Cancer Institute, McDonald’s, Liberty Bank and Cambridge Savings Bank.

“We currently service clients across the country and are very comfortable with that business model,” says Kim Manning, partner/chief operating officer for Cronin. “Having a physical presence in Albany,

which is only two hours from our headquarters, will enable us to better cultivate relationships in the market while still drawing upon the full breadth of talent based in Connecticut.”

Cronin will be sharing office space with Millennium at Shaker Park West. The two agencies will be working on business development together and sharing client responsibilities based on scope and need.

“Cronin brings a higher caliber of services and experience to the market than what currently exists,” says Paul Madelone, chief marketing officer for Millennium. “We’ve had the pleasure of partnering with Cronin on previous client initiatives and are confident this alliance will be a win for both of our companies as well as clients.”

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