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CRONIN AND COMPANY PROMOTES JEFF MULLALY TO CHIEF FINANCIAL OFFICER

GLASTONBURY, CONN./March 4, 2009 Jeff Mullaly has been promoted from controller to chief financial officer of Cronin and Company, LLC., Connecticut's leading national brand marketing communications company. Mullaly joined the agency in September of 1997 as controller.

"Jeff has played a huge role in the success of this agency," says Steve Wolfberg, partner and president of Cronin. "His deep knowledge of the business, sharp financial acumen and strong ethical values have helped make us the solid and stable company we are today."

As chief financial officer, Mullaly is responsible for directing and overseeing all aspects of Cronin's financial affairs. He is also responsible for all human resources functions. Prior to Cronin, Mullaly was controller at Synergy Marketing Solutions. He holds a degree in accounting from the University of Connecticut. Mullaly reports to Cronin partners Steve Wolfberg and Kimberly Manning. He resides in Middletown with his family.

Founded in 1948, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, public relations, database/direct marketing, interactive, strategic planning, media, print and broadcast production, research and investor relations. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America and Direct Marketing Association. Additional information about Cronin is available online at www.cronin-co.com.

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