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**CRONIN SECURES STAMP OF APPROVAL FROM NEOPOST USA:**

**LANDS ANOTHER NEW BUSINESS WIN**

Glastonbury, Conn./November 8, 2011 – On the heels of another recent win, Cronin and Company, LLC., a full-service marketing communications agency, has announced today it has been tapped by Neopost, USA for a direct mail campaign and microsite development. Headquartered in Milford, Conn., Neopost USA is the American operating company of Neopost S.A., the number-one producer of mailing and shipping products in Europe and the second largest in the world.

The win means Cronin will be working with Neopost to create a direct mail campaign that supports Neopost USA's recent launch of its IS-280 iMeter™ postage meter -- a new, low-volume mail meter for small businesses. Cronin will also develop a microsite that supports the direct mail program. The new site will have the capability to deliver customized content that corresponds with the direct mail offers.

"We are delighted to be working with Cronin and Company," says Michele Smith, campaign director for Neopost. "We were particularly impressed by Cronin's engaging approach to this communications project – one that supports not only our brand but also our personality."

"The introduction of the new IS-280 iMeter is significant for Neopost as it allows them to continue to expand their market leadership into the small business-community," says Kim Manning, partner and chief operating officer for Cronin. "We look forward to working with Neopost to create a

campaign that resonates with their target audience and helps them achieve their bottom-line objectives.”

Neopost USA, headquartered in Milford, Connecticut, is the American operating company of the Neopost Group, based in France. Neopost USA is known for its broad line of Neopost-brand and Hasler-brand mailing machines, postage meters, folder/inserter, address printers, tabbers, mail sorting and tracking systems and mail center management tools. Neopost USA markets its two flagship brands of mailing and shipping systems and mail center management solutions via direct sales and a network of independent dealers which sell and provide supplies and service to their customers. For more information about Neopost USA, visit [www.neopostinc.com](http://www.neopostinc.com).

Founded in 1947, Cronin and Company, LLC with offices in Glastonbury, CT and Albany, NY, is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency’s integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media and analytics, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at [www.cronin-co.com](http://www.cronin-co.com).

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