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CRONIN AND COMPANY EXPANDS CAPABILITIES

Capreol named Senior Vice President, Director of Media and Analytics

GLASTONBURY, CONN./December 20, 2010 – Cronin and Company, LLC a full service marketing communications agency, is expanding its breadth of services to include analytics as part of its media offering. The analytics offering includes reporting and analysis, search engine optimization and web analytics all of which are critical to increasing efficiency, providing insightful reporting that clients can easily understand, and driving recommendations that produce demonstrable improvements and results. Gary Capreol, who oversees the media department, has been promoted from vice president, executive media director to senior vice president, director of media and analytics as part of the expansion.

“There is so much data available today allowing us to be smarter with our clients’ dollars and more accountable for our programs,” says Capreol. “We’ve been deeply entrenched in analytics for some time now and, by officially adding it to our services, we can better demonstrate the depth of our offering.”

“By including analytics with our media offerings we can help ensure our clients are speaking to the right people in the most meaningful way,” adds Kim Manning, partner and chief operating officer at Cronin. “Gary has played a huge role in the success of the media department and of the agency. We are confident that under his

leadership, analytics will be a true differentiator for us and deliver even greater value to our clients and keeps us abreast of industry trends and innovations.”

Capreol joined Cronin in 2006. Throughout his career, Capreol has been involved in all aspects of media planning, from planner and buyer to seller and client. He poses a diverse range of experience from international packaged goods and electronics to financial services and healthcare. Prior to Cronin, Capreol was with Bates USA and Initiative Media. Capreol is a member of the Interactive Advertising Bureau and the American Association of Advertising Agencies. He earned his bachelor of arts in marketing from Iona College. Capreol will continue to report to Manning.

Founded in 1947, 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, 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.

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