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CRONIN GOES GLOBAL: ADDS SWISS-BASED EWM TO ITS CLIENT ROSTER

Glastonbury, Conn./September 6 , 2011 – Cronin and Company, LLC., a full-service marketing communications agency, today announced the addition of EWM (Executive Wealth Management) to its client roster. EWM is a leading specialist in investment and compensation plan design, implementation and administration with a wide range of expertise and a global presence with offices in the U.S., Switzerland and the U.K. The company has tapped Cronin for several projects including a website redesign, public relations program and paid search marketing.

“We are pleased to be working with Cronin and Company,” says Tom Pittman, managing director and chief marketing officer for EWM. “Cronin’s team of seasoned professionals offered the best formula for reaching our target audiences and building awareness for our brand.”

Launched in July, the redesigned website allows visitors to quickly and clearly understand the EWM brand and the services that are available. The site also features customer acquisition forms, a demonstration of the EWM approach, white papers and other resources. Public relations programming and paid search marketing are ongoing to build brand awareness and drive sales leads.

“EWM is an innovative company with global reach,” says Steve Wolfberg, partner/president and chief creative officer of Cronin and Company. “We’re excited to add them to our roster and further deepen our financial services category experience.”

EWM's primary business is the design, implementation, and administration of global executive investment and compensation plans for major financial firms and corporations. In addition to the Investment & Compensation Plan Administration business, EWM also has a third party marketing business which is focused on marketing alternative investments and operates under the name EWMcapital. EWM was founded in June 2001 with offices located in the US, Switzerland, and the UK.

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.

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