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CRONIN BROADENS CLIENT BASE WITH FM FACILITY MAINTENANCE ACCOUNT WIN

Glastonbury, Conn./September 22, 2011 – Cronin and Company, LLC., a full-service marketing communications agency, announced today it has expanded its client roster with the addition of FM Facility Maintenance. Based in Hartford, Conn., FM Facility Maintenance is the leading facilities management and facility maintenance company in the country. The company has tapped Cronin to assist with various customer communications projects including public relations, web, video and collateral work. The win further diversifies Cronin’s client base and broadens its industry expertise.

“Cronin’s direct and strategic approach to our specific goals was on target,” says Jim Reavey, president and chief executive officer for FM Facility Maintenance. “We were impressed with how well and how quickly they were able to parlay their understanding of our company into communications that directly resonate with our target audience.”

Among the work being done includes a dedicated customer microsite, electronic and direct mail communications, videos, conference support and ongoing consultation.

“We look forward to meeting the challenges that FM Facility Maintenance has presented us with,” says Kim Manning, partner and chief operating officer for Cronin and Company. “We understand how critical customer relationships are and the importance of communications in growing and strengthening those relationships. We’re confident that our experience in developing effective and unique communications vehicles will work well for FM Facility Maintenance and its customers.”

FM Facility Maintenance is a leading provider of facility management for clients with multisite restaurant and retail locations in the United States. The company provides an unparalleled level of service in more than 40 trades. FM Facility Maintenance manages over 30,000 customer locations nationwide, representing more than 1 million service requests annually. Based in Hartford, Connecticut, FM Facility Maintenance is privately held.

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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