



For Immediate Release

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GROSSMAN MARKETING GROUP ACQUIRES FLEET BUSINESS PRODUCTS OF EAST HARTFORD, CT

New acquisition expands Grossman's presence and product lines in Connecticut

Somerville, MA -- Grossman Marketing Group, a 105-year-old, fourth-generation, print and promotional products company, has acquired Fleet Business Products of East Hartford, CT, expanding its full-service marketing operations and client base in Connecticut.

The new acquisition comes just two years after Grossman Marketing Group, headquartered in Somerville, MA, acquired ASAP, a Norwalk, CT promotional products firm.

Grossman Marketing Group, founded in 1910, opened its first office in Hartford in the late 1970s. The company now has major operations in Massachusetts, Connecticut, Rhode Island, New York and Washington, D.C.

Grossman Marketing Group's clients include athenahealth, Biogen Idec, Boston Bruins, Boston Celtics, Brigham & Women's Hospital, Columbia University, Harvard University, Hewlett-Packard, International Academy of Arts and Sciences (Emmy Awards), J. P. Morgan, L.L. Bean, Massachusetts General Hospital, New York Life, Partners healthcare, Repligen, Tufts University and zipcar.

John Fleet, founder of Fleet Business Products, said he is delighted that his company, founded in 1987, has found "a wonderful new home" for its customers and employees.

"As a fourth-generation, family-run business, Grossman Marketing Group has an enviable roster of top-name clients and a well-established history of performance and success," said Fleet. "I am glad to be a part of that tradition and I am proud to join them, along with all of the members of my team. I look forward to working with my team to provide our customers with the same high level of quality and service to which they have become accustomed over the last three decades."

Ben Grossman, Co-President of Grossman Marketing Group, said Fleet Business Products will become a division of Grossman Marketing Group and will move its operations from East Hartford to Grossman's Hartford offices. Grossman Marketing will also acquire Fleet's Vermont operations.

"We are excited to partner with Fleet Business Products," said Ben Grossman. "John Fleet and his team have built a wonderful business, as evidenced by their longstanding client and employee relationships."

Added Grossman: "Fleet's success and expertise in financial and other business-related services is a perfect fit for us and will complement our existing products and services, which also include full-service graphic design, a network of company-owned warehouses and production facilities and a dedicated technology team building best-in-class e-commerce programs for our clients."

For more information on Grossman Marketing Group's unparalleled project management and top-notch creative and fulfillment capabilities, visit www.grossmanmarketing.com.