



GROSSMAN MARKETING GROUP

CREATIVE STRATEGIES | INNOVATIVE PRODUCTS | RELIABLE EXECUTION

FOR IMMEDIATE RELEASE:

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GROSSMAN MARKETING GROUP DELIVERS **100 MILLION** WIND POWER-MANUFACTURED ENVELOPES TO MARKETPLACE

SOMERVILLE, MA – March 3, 2008. Customers from the Boston Celtics to Kraft General Foods to WBZ-TV have been working with Grossman Marketing Group to “go greener” by ordering envelopes, collateral and promotional products made from energy supplied by wind power. This initiative, launched just one year ago by GMG, has been highly successful and in the envelope division alone, over 100 million Green-e certified envelopes have been delivered. These wind power-manufactured envelopes are produced and supplied at no extra cost and have saved 27,800 gallons of crude oil, which is enough to manufacture ALL of the following:

- * 12,900 gallons of gas AND
- * 6,100 gallons of home heating oil AND
- * 2,700 gallons of jet fuel

In addition to new orders for wind power-manufactured envelopes, the company reports that many of their clients are increasingly looking to them for other environmentally responsible marketing materials such as collateral that uses recycled paper stocks and soy-based inks as well as eco-friendly corporate gift items.

Grossman Marketing Group took up the challenge of becoming more environmentally responsible and helping their customers do the same when Ben Grossman joined the family business, bringing his passion for recycling and energy efficiency to the organization in 2006. Today, the company offsets 100% of its energy use with certified wind power, allowing them to print all of their clients’ marketing collateral with renewable energy and again -- at no extra cost. In fact, the U.S. Environmental Protection Agency recently recognized GMG’s efforts to promote wind power and named them an EPA Green Power Partner.

Background:

Grossman Marketing Group is a full-service resource for marketing communications, printed materials and promotional products offering marketing consulting, creative services and project management. A 98-year old, family-owned business, Grossman Marketing Group (which used to be known as MassEnvelopePlus) has grown exponentially in the past few years as the 4th generation of Grossmans has joined the firm. Ben Grossman, David Grossman and their father, Steve Grossman, President of Grossman Marketing Group, are always available to answer your questions. You may contact them directly at 1-800-368-1368.