



GROSSMAN MARKETING GROUP

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**Grossman Marketing Group's Ben Grossman Receives New
England Direct Marketing Association Prodigy Award**

***Green Marketing Expert Recognized for Leadership in Bringing Sustainable
Practices to Direct Marketing Industry***

Somerville, MA – May 27, 2009 – Ben Grossman, Director of Grossman Marketing Group's Green Marketing & Sustainability Practice, has been presented with the 2009 Prodigy Award by the New England Direct Marketing Association (NEDMA). Grossman received the award at the NEDMA 2009 Annual Conference held in May at Bentley College in Waltham, Massachusetts.

The Prodigy Award is given each year to one marketing professional in New England under the age of 30 who has added the most to the art and science of direct marketing in the prior year. Grossman was chosen as the 2009 recipient for his leadership in the green marketing space. He launched Grossman Marketing Group's sustainability practice soon after joining the company in late 2006, recognizing that due to trends in the marketplace, organizations would need assistance sending values-laden messages to their constituents that emphasized their standing as good stewards of the environment. Grossman's efforts to bring sustainable practices to market have helped Grossman Marketing Group, a fourth generation family business, win significant pieces of business from such socially-responsible organizations as Zipcar, the National Park Foundation and Google.

"Ben has literally revolutionized our hundred-year-old family business by bringing cost-effective best practices in sustainable direct marketing to our valued customers throughout New England," said Steve Grossman, President of Grossman Marketing Group and Ben's father.

The Prodigy Award was launched eight years ago by NEDMA to recognize some of the most talented young marketers in the region. During that time, members of organizations like Hill-Holliday, Mullen, Oceanos and Vistaprint have been recognized for their expertise in areas including graphic design, direct mail and interactive media.

“Like previous Prodigy Award winners before him, Ben’s efforts have led to increased mailing response rates and donations for his clients,” added Craig Blake, past President of NEDMA and director of the Prodigy initiative. “Ben works with each client to teach them his unique approach to articulating the environmental benefits of organizations’ green initiatives in simple, easy-to-understand terms.”

Over the last year, Ben Grossman has spoken to a number of groups on green marketing, including Harvard Extension School’s Environmental Management program. He is a regular blogger on green marketing and green business, and his blog can be reached at www.sustainableink.org. Ben is also active in community affairs, serving as president of the Columbia Business School Alumni Club of Boston and on the Environmental League of Massachusetts Corporate Council. He holds a BA from Princeton University and an MBA from Columbia Business School, where he graduated in 2006. Prior to Columbia, Ben worked as a strategy consultant to Fortune 500 clients as well as started and sold a sportswear and marketing firm.

About NEDMA

The New England Direct Marketing Association is a regional, professional association for all those interested in direct marketing. Membership is composed of leading area companies that use direct marketing, direct marketing agencies, independent professionals, educators, and students. NEDMA sponsors an extensive series of events, including informal networking opportunities, monthly dinner meetings, intensive seminars, an annual conference and an awards program. NEDMA also serves the New England direct marketing community through the NEDMA Foundation which provides scholarships and mentoring programs to aspiring direct marketers. The foundation also oversees the two NEDMA libraries at Johnson & Wales University and The New England Institute of Art.

About Grossman Marketing Group

Grossman Marketing Group, a fourth-generation family business, is a full-service provider of marketing communications materials and promotional products to customers in fields as varied as biotechnology, law, financial services and the arts. Grossman’s clients include small and mid-sized businesses as well as major corporations, professional service firms, colleges and universities, healthcare organizations and non-profit organizations throughout New England, Metropolitan New York and Washington D.C. Operating for almost 100 years, Grossman Marketing Group uses unparalleled print and production expertise as well as project management enhanced by top-notch creative services and fulfillment capabilities to produce communications campaigns that are well-developed and well-executed. For more information, please visit www.grossmanmarketing.com.