

## GROSSMAN MARKETING GROUP

CREATIVE STRATEGIES | INNOVATIVE PRODUCTS | RELIABLE EXECUTION

### FOR IMMEDIATE RELEASE

**Contact:** Ben Grossman

**Phone:** 617 591 2919

**Email:** bgrossman@grossmanmarketing.com

## Four Generations and a Century of Excellence

A fourth generation of the Grossman family will assume the leadership of Somerville-based Grossman Marketing Group when David and Ben Grossman become the company's co-presidents in January 2010.

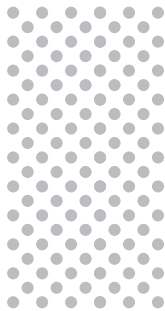
The two will succeed their father, Steve Grossman, who is stepping down after 35 years as president to run for Massachusetts State Treasurer. The transition will take place as the company marks its 100<sup>th</sup> anniversary.

David and Ben's great-grandfather, Maxwell B. Grossman, founded the business in 1910 as Massachusetts Envelope Company. Originally headquartered in Boston, it moved to Somerville in 1969. It was renamed Grossman Marketing Group in 2006. The company also has offices in Hartford, CT, Washington, DC, and a significant presence in New York City.

Long active in politics and public affairs, Max opted for a full time career in public service after World War II and turned the company over to his sons, Edgar and Jerome. When Jerome decided to concentrate on teaching, writing, and his commitment to political causes, he sold his share of the company to Steve, Edgar's son, in 1975. Now, Steve's sons, who are both executives of Grossman Marketing Group, will lead the company.

David Grossman, 33, is Senior Vice President of Grossman Marketing Group with primary responsibility for new business development and the growth of the company's commercial printing business. He holds an AB in English from Princeton University. Prior to joining Grossman Marketing Group nine years ago, he was Deputy Director of Marketing for the US Delegation to Expo 2000 (the Millennium World's Fair in Germany). David serves on the boards of the Anti-Defamation League and the Boston Public Library Foundation. He lives in Chestnut Hill with his wife, Mary Jo, and his three children, William, Carina and Luke.

As Director of the Green Marketing & Sustainability Practice at Grossman Marketing Group, Ben Grossman, 29, works with his team to help clients design and execute environmentally-conscious marketing campaigns—an area in which Grossman Marketing is an industry pacesetter. Ben holds a BA from Princeton University and a MBA from Columbia Business School. He previously worked for Goldman, Sachs & Co. and IBM, and was the 2009 recipient of the New England Direct Marketing Association Prodigy Award. Ben and his wife, Rebecca, live in Cambridge.



“At a time when so many companies have been swallowed up in mergers and acquisitions,” David and Ben said in a joint statement, “we are pleased to be able to offer continuity to our clients and colleagues. We are gratified, and humbled, to take on the responsibility of ensuring the future growth of Grossman Marketing Group. We want to assure our loyal customers that the quality and service our company offers will continue. Our colleagues should know that the company will continue to be the family-friendly, progressive workplace for which it has won national recognition.”

Steve, who will assume the position of chairman, added: “David and Ben bring an impressive track record of creativity and innovation to serving our customers. The growth strategy they have developed will enable us to offer cutting-edge creative services and products to an increasingly sophisticated marketplace. I’m so proud of their leadership and of the 100-year tradition they will continue and strengthen!”

Grossman Marketing Group 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. Its well-earned reputation for print and production expertise and unparalleled project management is further enhanced by top-notch creative services and fulfillment capabilities. Primary business lines include:

- Graphic Design (Studio G)
- Envelopes and Direct Marketing Services
- Technology & E-Commerce Solutions ([www.cmsassociates.com](http://www.cmsassociates.com))
- Commercial Printing
- Promotional Products
- Green Marketing Solutions
- Specialty Packaging
- Warehousing & Inventory Management

The company’s major clients include:

Anika Therapeutics, AXA Equitable, Biogen Idec, Boston Celtics, Columbia University, East Boston Savings Bank, Harvard University, Hewlett-Packard, International Academy of TV Arts and Sciences (Emmy Awards), J.P. Morgan, Kraft General Foods, L.L. Bean, Massachusetts General Hospital, National Development, New York Life Investment Management, People’s United Bank, Princess Grace Foundation, Raytel/Philips, Repligen, Ropes & Gray, Staples, Tufts University, UnitedHealthcare, Yahoo! HotJobs, Zipcar.