

For Immediate Release



GROSSMAN MARKETING GROUP

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**GROSSMAN MARKETING GROUP INKS
MARKETING PARTNERSHIP RENEWAL DEAL WITH
THE BOSTON CELTICS**

Continued Partnership Cements Grossman's Preeminence in Boston's Competitive Sports Marketing Arena

Somerville, Mass. – October 1, 2012 – [Grossman Marketing Group](#), a 102-year-old, fourth-generation family-owned print and promotional products company headquartered in Somerville, Mass., announced today that it has renewed its strategic marketing partnership as the preferred print and promotional partner of the Boston Celtics.

Grossman Marketing Group has partnered with the Celtics for the past seven years in a row. As a marketing partner of the Boston Celtics, Grossman produces print and sales material, bobble heads, "Read to Achieve" giveaways, rally towels and other promotional materials.

"We are thrilled to renew our longstanding partnership with the Boston Celtics," said Grossman Marketing Co-President Ben Grossman. "We've had such a successful relationship with the Celtics organization and are pleased to have been their partner for seven years now."

"During our regular season and throughout the Playoffs, the Grossman team was immediately responsive to ensure our fans were engaged with innovative promotional products as the Celtics opponents changed," said Ted Dalton, Celtics VP for Corporate Partnerships & Business Development. "We are proud of our partnership with Grossman Marketing and pleased with their ability to anticipate and respond to our needs for each game."

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“Throughout our long-standing relationship with the Celtics, our team at Grossman has had the opportunity to exercise our creativity to develop some fun and unique products,” David Grossman, Co-President of Grossman Marketing said. “We understand the importance of being innovative with our offerings but being able to effectively execute, as with any team, is most meaningful.”

Grossman Marketing Group has five offices across the country, including their headquarters in Somerville, Mass., along with offices in Hartford, Conn., Washington D.C., Chicago, Ill., and New York, N.Y. The Celtics join Grossman’s client roster which also includes Zipcar, the Boston Bruins, CVS and Yahoo!, as well as an array of regional businesses.

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About Grossman Marketing Group

Founded in 1910, 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. Our well-earned reputation for print and production expertise and unparalleled project management is further enhanced by top-notch creative services and fulfillment capabilities. For additional information, visit www.grossmanmarketing.com.