



**SYNERGY**  
MARKETING GROUP, INC

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**Brown Mackie College - Indianapolis Selects Synergy Marketing Group as Agency of Record**  
*Local Public Relations Firm Tapped for New Market Launch Due to Success with  
The Art Institute of Indianapolis*

**INDIANAPOLIS** – Brown Mackie College – Indianapolis, owned by Pittsburgh-based Education Management LLC (EDMC), recently selected Synergy Marketing Group, Inc. as its agency of record. This is the second Education Management school launch Synergy has supported. The agency is responsible for leading Brown Mackie’s public relations efforts to introduce the school, its leadership and its educational programs to the Indianapolis region.

Synergy was selected as Brown Mackie College – Indianapolis’ agency of record because of its success in launching The Art Institute of Indianapolis in 2005, also owned by Education Management. Synergy has continued providing public relations and marketing services to The Art Institute of Indianapolis since its opening.

“Synergy is a proven performer,” stated Jacquelyn Muller, vice president of public relations for EDMC. “We’ve been impressed with the agency since it helped us launch The Art Institute of Indianapolis. That new school opening was such an important success, in large part due to Synergy’s strategic planning, community relationships, publicity accomplishments and tireless efforts. When we were planning the Brown Mackie College launch in Indianapolis, we immediately called upon Synergy to join the team. The agency has set a very high standard for our new school launches nationwide and we’re excited to see how Synergy tops its own successes.”

As Brown Mackie College – Indianapolis’ agency, Synergy’s role includes public relations, community relations and government relations. Synergy is also helping Brown Mackie’s executive team build relationships with local business leaders in the health care, legal, technology and criminal justice sectors. In addition, Synergy is planning and managing the school’s grand opening which is slated for early 2008. The VIP event will be held at the school’s new 25,000 square-foot, downtown campus which is currently under construction.

“We have a long history and great rapport with Education Management’s corporate executives and The Art Institute of Indianapolis leadership team,” commented Amy Zucker, president and founder of Synergy. “We understand Education Management’s vision and standards for introducing new schools into the marketplace, and we have a solid blueprint for helping Brown Mackie College establish itself as contributing corporate citizen. We plan to apply the same proven processes and leverage the community relationships that made The Art Institute of Indianapolis’ launch a success to quickly position Brown Mackie College as a well-known and well-respected pillar of the Indianapolis community.”

**- MORE -**

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### **About Education Management LLC**

Education Management ([www.edmc.com](http://www.edmc.com)), with over 80,300 students as of Fall 2006, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 79 primary locations in 25 states and two Canadian provinces. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for over 40 years.

### **About Brown Mackie College**

Brown Mackie College – Indianapolis is one of 18 school locations of the Brown Mackie College system of schools ([www.brownmackie.edu](http://www.brownmackie.edu)), which is dedicated to providing educational programs that prepare students for entry-level positions in a competitive, rapidly-changing workplace. Brown Mackie College schools offer bachelor's degree, associate's degree, certificate and diploma programs in health sciences, business, information technology, legal studies and design technologies. Brown Mackie College – Indianapolis is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) and regulated by The Indiana Commission on Proprietary Education, 302 West Washington Street, Room E201, Indianapolis, Indiana 46204 (1.800.227.5695 or 317.232.1320). Brown Mackie College – Indianapolis is a branch of Brown Mackie College – Findlay, Ohio.

### **About Synergy Marketing Group, Inc.**

Synergy Marketing Group, Inc. is one of Indianapolis' largest marketing, public relations and communications agencies. The firm serves as the outsourced marketing/ PR department for companies of all sizes from start-up to global corporation. Synergy's team of experienced professionals provide strategic counsel and expert tactical support in the following areas: marketing, advertising, public relations, media relations, community relations, strategic planning, competitive research, brand development and management, Web site development and management, event planning and management, search engine optimization (SEO), search engine marketing (SEM), search engine advertising, direct mail campaigns, e-mail campaigns, and new service/ product/ company launches. To learn more about Synergy Marketing Group, please call 317-205-9690 or visit [www.synergy-mg.com](http://www.synergy-mg.com).

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