



SYNERGY
MARKETING GROUP, INC

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Convergint Technologies Names Synergy Marketing Group Agency of Record

INDIANAPOLIS – Convergint Technologies LLC, a North American security and building automation systems integrator, recently selected Synergy Marketing Group, Inc. as its agency of record. In this role, Synergy will work with Convergint’s leadership team to strengthen the company’s brand, increase market awareness, and build relationships across its network of customers and industry partners.

“We selected Synergy not only for their proven industry expertise, but also for the firm’s partnership mentality,” stated Convergint Chief Executive Officer Dan Mocerì. “We expect all of our strategic business partners to embody the same values and beliefs that have made our company successful over the last seven years. This means a focus on accountability, a commitment to quality and excellence, and a relationship-centric approach to business. After we qualified Synergy’s breadth of experience and its results-oriented processes, we confirmed that our firms are a great match.”

Synergy, one of Indianapolis’ largest public relations and marketing firms, offers niche expertise in business-to-business sectors – specifically in technical and industrial markets. As Convergint’s agency of record, Synergy will balance its support across strategic planning and tactical execution in the areas of brand development and management, public relations, advertising and Web-based initiatives. In addition to supporting the company’s all-inclusive marketing needs, Synergy will support sales efforts at Convergint’s growing number of technology centers located throughout North America.

“We’re excited to be working with a successful company that has proven processes in place that build customer loyalty,” commented Synergy Chief Executive Officer Marc Zucker. “Our goal is to design and implement a strategic branding and marketing plan that capitalizes on Convergint’s current successes and deep industry relationships to foster even greater growth for the company.”

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About Convergent Technologies LLC

Convergent Technologies, a \$100M privately held company, is an industry-leading organization that designs, services and installs integrated building systems including electronic security, fire alarm and life safety, and building automation solutions. Among Convergent's customers are Capital One, Boeing, Texas Instruments, BP, Chevron, Schlumberger and the Army Corp of Engineers. In 2007, Convergent was named the security industry's "Systems Integrator of the Year" by *SDM* magazine and the fastest growing company in Chicago by Crain's Chicago Business magazine. The firm received the prestigious Frost & Sullivan Customer Service Leadership Award for 2006 and has been recognized for several years by The Center for Companies That Care for efforts to elevate the quality of life in the nearly 20 North American communities in which Convergent offices are located. To learn more about Convergent visit www.convergent.com.

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-ups to global corporations. 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, e-mail marketing, and new service/ product/ company launches. To learn more about Synergy Marketing Group, please call 317-205-9690 or visit www.synergy-mg.com.

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