



MEDIA CONTACT

Amy Zucker

Synergy Marketing Group, Inc.

(317) 205-9690 ext. 223

amy@synergy-mg.com

FOR IMMEDIATE RELEASE

**Synergy Marketing Group Makes Significant Investment in New Web Site
to Attract New Clients and Handle Large Influx of Resumes**

INDIANAPOLIS (February 2009) – Amid the down economy, Synergy Marketing Group made a sizable investment in the development of its new Web site to attract and capture prospects that are actively searching for strategic marketing services. The new site also will help Synergy manage the hundreds of inbound resumes it has been receiving since the economy began to sour. Synergy's new Web site leverages the agency's proprietary brand development, Internet marketing and search engine optimization (SEO) strategies. To experience the new site, please visit: <http://www.synergy-mg.com/>.

"In this economy, businesses need to leverage every opportunity to reach and connect with prospects," commented company founder and president, Amy Zucker. "Web sites and Internet marketing are lead generation initiatives that can quickly and cost-effectively raise awareness, attract prospects, establish instant credibility and generate qualified leads. We invested in our new Web site to practice what we preach. It is a living case study that allows us to track the long-term results of all our core competencies."

Studies show that nearly 75% of business-to-business (commercial and industrial) buyers start their procurement process on the Internet to research suppliers, find strategic partners and make vendor selections. Among consumer buyers, the number jumps to nearly 92%. Synergy's founder encourages companies to invest in Internet marketing during the recession to take advantage of competitors' silence and capture online demand.

"To meet our growth goals, we plan to spend more money on our own marketing during the next year than ever before," noted Zucker. "Our new Web site is just the start."

About Synergy Marketing Group, Inc.

Synergy Marketing Group is one of Indianapolis' largest full service marketing and public relations agencies. Our team of experienced marketing, public relations and advertising specialists and consultants provides ongoing strategic counsel as well as hands-on support to help our clients generate awareness, build credibility, create demand and meet revenue objectives. We leverage quantifiable marketing processes and proven best practices to deliver measurable results. Synergy differentiates itself in the market through our partnership approach, dedication to client satisfaction, culture of accountability, and commitment to quality and excellence. Synergy is a certified Women-owned Business Enterprise (WBE) by the State of Indiana and City of Indianapolis. We specialize in the following services: advertising, strategic marketing, brand strategy, corporate communications, event planning, lead generation, market research, public relations, media relations, custom Web development and search engine optimization. To learn more about the firm, please call 317-205-9690 or visit <http://www.synergy-mg.com/>.

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