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BOSCobel PROVIDES BRANDING CONSULTATION TO IMMIXGROUP

Award-winning public relations agency helps unify corporate identity

SILVER SPRING, MD – July 1, 2009 – Boscobel Marketing Communications, Inc. today announced that it has completed a corporate branding project for immixGroup, Inc., a leading provider of enterprise technology products and services to the public sector. In an effort to better serve its customers, immixGroup employed Boscobel to analyze its current brand strategy, facilitate discovery sessions with corporate leadership and recommend tactical next steps.

“We were pleased to work with immixGroup’s executive team to help position their company for future growth,” said Boscobel president and chief executive officer Joyce Bosc. “immixGroup’s dedication to its customers speaks for itself. We simply guided the strategy of an already dedicated team.”

Boscobel’s strategic counsel aimed to consolidate immixGroup’s messaging and create opportunities for the company to present its full range of services more effectively – all while staying true to the company’s solid brand reputation.

“This is the kind of work Boscobel loves to do,” Bosc added. “From our earliest days in building brand identity for companies like America Online, Boscobel has excelled in using marketing communications tools to create a distinctive business image for its clients. We know our strategy for immixGroup will be equally successful.”

About Boscobel Marketing Communications, Inc.

Now in its 31st year, Boscobel Marketing Communications, Inc. is the Washington, D.C.-area’s longest-standing branding and public relations firm. The company specializes in Fortune 500 systems integrators, government services providers and government agencies. In addition to full-service PR capabilities, Boscobel draws upon multiple specialized practices to support client needs, such as the only merger and acquisition program in the D.C. area designed to support the federal contracting community. In 2002, Boscobel launched the industry’s first pre-RFP program to help integrators capture major contract opportunities. Founded by Joyce Bosc, the company is best known for its landmark work in branding and launching America Online. More information on Boscobel can be found at www.boscobel.com.

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