

**For Immediate Release**

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**RESPECTED INTEGRATOR SIGNS BOSCOBEL TO STRENGTHEN BRAND  
IN GOVERNMENT/MILITARY**

*Silver Spring-Based Firm to Provide PR and other Marketing Services*

**[SILVER SPRING, MD] – January 2005** – Boscobel Marketing Communications, Inc., announced Reston’s STG, Inc., has hired the PR and branding firm to handle all public and media relations for the performance-based integrator. Though terms of the contract were not released, Boscobel’s responsibilities will include:

- Public and media relations;
- RFP positioning and marketing; and
- Graphic design and tradeshow support.

Boscobel, located in Silver Spring, Md., is the oldest and most experienced public relations firm specializing in government and industry. The firm works in all facets of industry, including mid-tier integrators, niche IT firms and satellite/telecom. They also have extensive experience with associations and non-profits and currently hold a five-year contract with USDA’s Visual Communications Center.

According to David Gardner, STG’s senior vice president of business development, it was Boscobel’s knowledge of the government IT community and their strategic thinking that captured his attention. He added, “Having worked with Boscobel at another company, I saw first hand what they can do and what they accomplished,” said Gardner. “Simply put, they get it.”

“STG has been very successful in this space,” said Joyce Bosc, president and founder of Boscobel. “They are an aggressive and exciting company that has specific goals in sight, and they see the value we bring to the table. We are honored that they believe Boscobel is an integral part of their strategy.”

**About Boscobel**

Boscobel Marketing Communications, Inc., is one of the Washington, DC-area’s leading and most respected branding and PR firms. Now in its 27th year, Boscobel provides integrated branding, public relations, marketing, graphic design and Web solutions for federal IT contractors, government agencies, commercial clients and associations. Founded by noted branding authority Joyce Bosc, the firm’s senior-level staff provides creative, comprehensive and effective solutions and is best known for its landmark work in branding and launching America Online. Other client successes include Appian Corporation, Xerox, IBM, AT&T Government Markets, NCI Information Systems, the U.S. Coast Guard and the U.S. Department of Labor.

**About STG**

Since 1986, STG has provided the U.S. Government with performance-based solutions using technology as an engine to drive clients' key missions. These solutions are leveraged from core competencies: information technology, applied engineering and scientific support. STG is one of only a small percentage of U.S. companies that is externally rated at CMMI Maturity Level 3 and is also ISO 9001:2000 certified, ensuring repeatable processes with high-quality and low risk results for clients.

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