



15 Alexander Road  
Billerica, MA 01821  
+1.800.252.4744

## NEWS FOR IMMEDIATE RELEASE

### WINBROOK ACQUIRES MAGICOMM LLC

*Innovators join forces to bring clients comprehensive  
integrated marketing communication solutions that reduce costs and boost revenues*

**Billerica, MA – September 20, 2011** – Winbrook, Inc. announces the acquisition of Magicomm LLC, a thriving integrated marketing company that brings complementary strengths to [Winbrook](#)—a full-service document management and fulfillment provider that combines personal attention with global reach. “Print and online communications are changing rapidly, with a new focus on strategic, integrated marketing,” says Scott Lattanzio, president of Winbrook. “Our acquisition of [Magicomm](#) lets us provide advanced, end-to-end communications solutions to our clients—crossing all media and achieving impressive, measurable results. We’re proud to welcome Magicomm’s expertise to our stable of award-winning services.”

Since 2004, Magicomm has earned a reputation for innovative cross-media communications solutions that take full advantage of Web 2.0 technologies. “By joining forces with Winbrook, we can bring new advances and efficiency to the entire communication workflow—print, promotions, online, and beyond,” says Rick Littrell, president and CMO of Magicomm and a 30-year communication veteran. “We’re excited to be part of Winbrook and look forward to exploring the opportunities together, reaching new markets and serving new clients.”

The key capabilities offered by the expanded Winbrook organization will include strategy, creative, production, distribution, and analysis of its clients’ communications workflows and technologies. “We’ll be able to help clients communicate clearly and powerfully to internal and external audiences,” says Littrell. “Ultimately, our work leads to two key benefits—*reduced costs* thanks to great efficiency and more effective communications and *higher revenues* inspired by smarter strategies and flawless execution.”

Both Lattanzio and Littrell emphasize the complementary capabilities of their companies. “We’re a natural match,” concludes Lattanzio. “We’re both focused on thinking creatively about solving communications challenges. We’ve both proven our value to our customers, project after project, year after year. And now



15 Alexander Road  
Billerica, MA 01821  
+1.800.252.4744

that we're together, we can do even more—offering innovative thinking, in-house integration, and a level of responsiveness our clients won't find elsewhere.”

Under the terms of the acquisition, Magicomm will become a division of Winbrook, which will be located in Winbrook's Billerica, MA headquarters. Magicomm will continue to serve its current client base, which includes Canon USA, Xerox, Agfa Corporation, iProspect, Whittier Health Network, TeamEPS, and other top clients.

#### **About Winbrook, Inc.**

Winbrook is a leading document management organization with a strong focus on print, fulfillment and promotions. Winbrook serves as a single-source provider of wide-ranging communication solutions—from document and print management to fulfillment to supply chain analysis to promotional products. For more than 45 years, Winbrook has served as a trusted communications partner for an ever-expanding roster of top-tier clients in financial services, pharmaceutical, and other industries.

#### **About Magicomm LLC**

Magicomm provides breakthrough integrated marketing communications solutions and strategic consulting services. Deep expertise in the evolving document and communication workflow enables Magicomm to deliver innovative solutions that are targeted, efficient and cost-effective. And Magicomm's commitment to staying at the forefront of technology enables its customers to leverage the latest innovations across all media—maximizing results.

For more information, contact:

Rick Littrell

CMO, Winbrook, Inc.

President/CMO, Magicomm, a Division of Winbrook, Inc.

+1.978.964.1900

+1.800.252.4744

[rick@magicomm.biz](mailto:rick@magicomm.biz)

###