



marketing method ::

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Contact: Fuzzy Marek, CEO

262-549-8901, fuzzy.marek@marekgroup.com

The Marek Group Acquires Marketing + Merchandising Agency

(WAUKESHA, Wisc.)—In continuing with the company’s growth and diversification strategy, The Marek Group announced today the acquisition of Wauwatosa, Wisconsin based Wunderlich, Pearson & Tetzlaff, Inc. Established in 1998, WP&T is a full-service marketing and merchandising agency specializing in the industrial technology and food and beverage industries.

Bob Pearson, President of WP&T said he and his partners specifically sought out The Marek Group as an ideal suitor to take his business forward. “We have worked with The Marek Group for many years, and truly felt that our clients would benefit greatly from Marek’s focus on marketing software, technology, and world class manufacturing & distribution. It’s just a great fit for our employees and our customers.”

The Marek Group’s acquisition of WP&T will provide additional expertise to their global sourcing team, enhancing The Marek Group’s full-service marketing software, services, and manufacturing business. The Marek Group’s CEO Fuzzy Marek said the acquisition is in alignment with the company’s continued focus on product and service expansion. “WP&T brings best in class offerings for retail merchandising and marketing supply chain management solutions – both of which are growth areas for our business. Their professional staff and strong global partnerships will provide significant value for our customers.”

Company President and Chief Visionary Officer, Tami Marek-Loper agreed. “Our ability to service large multi-national corporations with marketing software on the front end through to Omni-channel delivery of content on the backend has been a game-changer for us. The WP&T acquisition immediately enhances these offerings.”

The Marek Group has acquired several companies in recent years as it has diversified from its core commercial printing, fulfillment and direct marketing business. Recent acquisitions include Minneapolis-based software company Brandspring Solutions; direct marketing firm Publisher’s Diversified; promotional products and branded merchandise company CPI Promotions; and now marketing and merchandising agency WP&T. The Marek Group has added more than 50 employees in these new service segments since 2012.

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ABOUT THE MAREK GROUP: *The Marek Group specializes in optimizing B2B marketing solutions for large corporations in healthcare, financial services, manufacturing, and retail environments who sell their products through multiple sales channels and complex selling environments. The family-owned business, founded in 1968, facilitates thousands of daily Omni-channel transactions through its marketing software and mobile applications, then delivers the content to end-users via digital output, printed media, audio & video, promotional products, direct marketing, and more. It relies on its*

real-time data analytics to ensure use of the right content, at the right time, and in the medium known to drive optimal results.

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ABOUT WP&T: Wunderlich, Pearson & Tetzlaff has been a leading full-service marketing + merchandising agency focused on servicing industrial technology firms and industry leaders in the food & beverage industry. WP&T was founded in 1998 on its guiding business principles of providing high quality deliverables, fair pricing, peerless customer service, and working with people they like. WP&T's core services include global merchandising management, marketing supply chain solutions, graphic design, point of sale design & fabrication, and fulfillment services.

Visit www.wpandt.com