



For Immediate Release

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CCI/CoakleyTech Launches New Marketing and Communications Group

New division provides full-service marketing and communication solutions for companies.

HARTLAND, WI (October 20, 2011) – CCI/CoakleyTech, a leader in print, eBusiness, and marketing solutions, announced today that it has formed a new, full-service marketing and communications division called **CCI Communications Group**. This group will provide leading communication management solutions to help clients across industries protect the integrity of their brands from content creation through program execution.

“Our clients, who represent some of the most established and trusted names in business, have been asking us to integrate more marketing services to our core offering,” said Chris Illman, President & CEO. “CCI Communications Group simplifies the marketing communication process for companies. Our clients are looking for a single-source marketing communications provider; they don’t want to work with multiple agencies, contacts, and invoices. They want one point of contact to make it all happen. The creation of this division gives us that ability.”

CCI Communications Group will be headed by Tim Kubina, who created and operated Avicom Communications Group, a full-service agency based in Waukesha, WI. Current Avicom associates will form the foundation of the group.

Kubina said, “Joining CCI/CoakleyTech allows us to provide world-class communications services to a more diverse group of companies. Rooted in creative excellence, we built a strategy-based and customer-centric company at Avicom that will serve as the foundation of CCI Communications Group. We look forward to growing strong, long-term relationships with CCI/CoakleyTech customers.”

CCI Communications Group provides industry-leading marketing technologies in addition to project management, consulting, and creative services focusing on the following key functional areas:

- Traditional marketing communications
- Print and digital advertising
- Video
- Event management
- Online marketing
- Promotional merchandise
- Media relations
- Social media
- Direct marketing

CCI Communications Group builds on CCI/CoakleyTech's Marketing Collateral Management service offering, which has been available for nearly 30 years. "As we continue to offer solutions that optimize the marketing supply chain for our clients, this acquisition provides the creative resources and marketing agency services that lend well to our proven solutions in print and fulfillment management for marketing collateral programs. Our end-to-end marketing and communication solutions have been proven to improve the effectiveness of our clients' go-to-market strategies, creating business value and a true competitive advantage," added Illman.

About CCI/CoakleyTech

CCI/CoakleyTech, a leader in print, eBusiness and marketing solutions, provides comprehensive services in Print, Mail, Distribution, and eSolutions. The company's flexible Business Process Outsourcing service model encompasses Print Management and Marketing Collateral Management solutions to service the print and marketing needs of companies across a wide range of industries. CCI/CoakleyTech is a privately held corporation owned by TouchPoint Print Solutions Corp., a holding company of Huron Capital Partners LLC. Headquartered in Hartland, Wisconsin, CCI/CoakleyTech operates facilities throughout Wisconsin and Arizona and can be found on the web at www.comcom.com.