



**FOR IMMEDIATE RELEASE**

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**Brandspring Solutions Announces Agreement to be Acquired by The Marek Group**

MINNEAPOLIS, Minn., —Brandspring Solutions, a Minneapolis-based integrated marketing communications firm is pleased to announce they've been acquired by The Marek Group, one of the nation's leading commercial printing firms recognized for its advanced offset and digital print applications.

"Successful acquisitions are built upon cultural fit, the integrity of the leaders and the energy behind their combined vision: this acquisition clearly has all three," said Dave Maiser, President and founder, Brandspring Solutions.

Brandspring Solutions, located in Eden Prairie, MN provides integrated marketing services to primarily the b2b market as well as the b2c and non-profit markets. As a privately-owned agency for over 35 years, Brandspring has offered traditional sales and marketing consulting while pioneering its own web to print platform for client-unique applications. Serving one of the nation's leading health care organizations, direct mail companies, retail chains and more with this customized platform, Brandspring's leadership and expertise in this area was key to Marek's strategic business expansion and growing web to print business.

"We're taking our successful solution development strategy to a whole new level," said Tami Marek, President of The Marek Group. "We found an exceptional partner who brings substantial digital marketing resources to our company, intellectual property and a history of superior performance that is entirely consistent with our culture of excellence."

The Marek Group ([www.marekgroup.com](http://www.marekgroup.com)) headquartered in Wisconsin, has taken a conventional print business and progressively outpaced others by innovating print with technology solutions— staying on the forefront and transforming not only the way they do business, but the quality of services they provide for Fortune 500 companies, direct marketing agencies and businesses with fulfillment and specialty packaging needs.

"Brandspring will enable us to take solutions upstream more, helping to bridge a gap and offer our clients a whole new set of tools for success," said CEO Fuzzy Marek of The Marek Group. "Together we can expand our market presence and provide a wide range of integrated services to our clients nationwide, as well as in the Twin Cities and Milwaukee markets."

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Rated in the top half of nationally ranked printing companies by Print Impressions®; awarded among honorees of the Milwaukee Business Journal's Forty Under 40 Winners for exceptional leadership; and recognized by digital print leaders Kodak and Heidelberg for superior quality and facilities – is a testament to the company's poise and focus for the future.

Maiser said he agrees and is thrilled with the alignment of the two companies, their cultures, reputations and collective resources. "It made this union very compelling," he said. "We believe the combined forces will result in top to bottom marketing solutions for our clients."

Maiser will continue to lead Brandspring Solutions as he prepares for retirement after 35 years in the business while Brandspring's Jay Thomas will assume operational responsibilities. The company will operate as a wholly-owned subsidiary of The Marek Group. Both companies will retain their current location and employee base.

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#### ABOUT BRANDSPRING

For over 35 years, Brandspring Solutions has delivered custom sales and marketing consulting to b2b, b2c and non-profit clients. With extensive strategic consulting to tactical solutions ranging from web to print, website design, search engine marketing and traditional video and print production, Brandspring's depth of expertise and quality client relationships help companies reach their objectives to grow their business. From Fortune 500 companies to start-ups, Brandspring is a full service marketing communications firm that serves businesses across multiple industries.

#### ABOUT THE MAREK GROUP

The Marek Group is a commercial printing company founded on a vision to grow and become more than a printing company. Today, their ability to build sophisticated technology integrations, automated print on demand, world-wide distribution, web-enabled marketing collateral management and more— is a result of that vision that started in 1972. Rated in the top half of the nation's leading printers by Printing Impressions®; awarded the Top Forty Under 40 by the Milwaukee Business Journal; recognized by digital leaders KODAK and Heidelberg for exceptional quality and state-of-the art facilities— the Marek Group has grown exponentially and is on solid pace to continue. With approximately 180 employees representing Fortune 500 companies, direct marketing agencies and businesses with fulfillment needs, The Marek Group delivers quality products and services for higher impact marketing.