



Customer Communications Group Joins Forces with Pluris Marketing

Strategic alliance delivers groundbreaking offer optimization platform to marketers

DENVER, Colo. — August 19, 2009 — [Customer Communications Group, Inc.](#) (CCG), a full-service [customer relationship marketing](#) agency, and [Pluris Marketing](#), a leading provider of multi-channel marketing solutions that [optimize the value](#) of each consumer engagement, today announced the formation of a strategic partnership to provide marketers with the groundbreaking promotions optimization solution, COMP.

[COMP](#), the CCG Optimized Marketing Platform, drives traffic from a business' most profitable customers with minimal impact to resources by combining engaging customer content with Pluris' proven real-time [data analysis](#) and sophisticated modeling.

“COMP is all about making customer-centricity easy for our clients, and Pluris brings to the table a high-functioning, real-time optimization technology that is simply unequaled in the industry,” said [Sandra Gudat](#), President and CEO of CCG.

The partnership idea between the two companies began when Gudat and Pluris Marketing's Senior Vice President, [Bob Fetter](#), had a conversation about the state of traditional segmentation and offer versioning. Both knew they had complementary resources for a one-of-a-kind promotions optimization offering.

“The match between CCG and Pluris seemed like the perfect combination,” Fetter said. “We knew that both CCG and Pluris Marketing clients needed a better way to produce highly targeted, relevant communications. Many of our clients understand that more than half of all of their promotions were disproportionately reducing margins on generated revenues.”

Gudat agreed. “This partnership allows us to meet a need that's been growing in the marketplace for some time. And now, because of the current economic climate, that need for an [ROI-based](#), seamless optimization offering has grown exponentially.”

The COMP product will reduce the time needed to gather customer data, analyze it and respond to it with a customized offer from more than six months to less than one day.

About Customer Communications Group, Inc.

Denver-based Customer Communications Group, Inc. (CCG), is a full-service customer relationship and direct marketing agency. As a pioneer in the field of customer relationship marketing, CCG has three decades of unparalleled experience in the B2B, B2C, retail, healthcare and financial services industries. CCG offers integrated, end-to-end expertise including strategic consulting, database marketing services, CRM program development, customer research, data analysis, data management services, creative execution, production services and ROI measurement — all focused on developing strong, lasting customer relationships. For more information, visit [customer.com](#).

About Pluris Marketing

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Boston, MA and Denver, CO, Pluris manages millions of consumer interactions per month on behalf of its

clients in media, communications, retail and financial services. For additional information, please visit www.plurismarketing.com.

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