



THE SHAMROCK COMPANIES, INC. TO SHOWCASE VOOM AT GLOBALSHOP

(Cleveland, OH—Feb. 11, 2008)... The Shamrock Companies, Inc. will showcase VOOM, their online promotional campaign management application, at GlobalShop—the world's largest annual retail design and in-store marketing expo held in Chicago, Illinois March 18-20th at McCormick Place West.

VOOM, which stands for Virtual Online Ordering Mall, is powered by ReSource, The Shamrock Companies' cutting edge e-commerce platform. VOOM is a complete online promotional campaign management tool designed to save money and time while driving retail store results. It delivers ultimate control of promotional campaigns from creation and production to fulfillment and performance analysis.

VOOM is ideal for companies with multiple locations and footprints since it allows users to create, launch and manage highly customized promotional campaigns from a single online source. It also minimizes common campaign recovery issues, controls and optimizes campaign management budgets, and eliminates tracking and logistics issues, as well as promotional materials waste.

"We believe that Voom represents the future of fulfillment. The Global Shop trade show is an excellent opportunity to showcase this application's impressive capabilities to the industry." says Robert Troop, owner and CEO of The Shamrock Companies.

Global Shop attendees are invited to visit booth #3034 booth, located in the Retail Marketing Services Pavilion, to experience "The Magic of Voom."

The Shamrock Companies chose "The Magic of VOOM" as their theme for this year's exhibit to highlight the power of this online promotional campaign management tool. In keeping with the theme, The Shamrock Companies' booth will include a professional magician who will amaze show attendees with tricks and illusions.

Over 15,000 buyers from around the world attend Global Shop each year to see the largest and most comprehensive display of products and services for the retail industry. GlobalShop features over 900 exhibiting companies and more than 8,000 new products and services, making it the perfect venue to expose the industry to VOOM's vast array of capabilities.

ABOUT THE SHAMROCK COMPANIES, INC.

The Shamrock Companies, Inc. – established in Cleveland in 1982 – is a full service marketing communications and project management company. With headquarters in Westlake, Ohio, and more than 20 additional locations in the U.S., The Shamrock Companies, Inc., provides businesses with expertise that includes advertising, print, data management and IT services, broadcast media, promotional products, e-commerce solutions and complete fulfillment services.

The Shamrock Companies, Inc., Corporate Administrative Offices are located at 24090 Detroit Road • Westlake, OH 44145. For additional information call 440-899-9510 or visit www.shamrockcompanies.net.

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