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SHAMROCK BRINGS THE MAGIC OF VOOM BACK TO GLOBALSHOP

(Cleveland, OH—Feb. 24, 2009) The Shamrock Companies, Inc. will showcase VOOM, their online promotional campaign management application, at booth #5724, at GlobalShop—the world's largest annual retail design and in-store marketing expo held in Las Vegas, NV, March 23-25 at the Sands Expo and Convention Center.

VOOM, which stands for Virtual Online Ordering Mall, 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 GlobalShop 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.

GlobalShop attendees are invited to visit booth #5724, located in the Retail Marketing Services Pavilion, to experience "The Magic of VOOM."

The Shamrock Companies brings back the "The Magic of VOOM" 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 GlobalShop 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.

The Shamrock Companies, Inc., established in 1982, is a \$70 million marketing and project management firm headquartered in Westlake, Ohio, with 23 offices located across the United States. For more information, visit www.shamrockcompanies.net.

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