



NEW DIRECTOR OF RETAIL MARKETING EXPANDS THE SHAMROCK COMPANIES CAPABILITIES TO SERVE RETAILERS

Tom McAuliffe devoted to growth for Shamrock's retail segment

(Cleveland, OH, August 6, 2008)... The Shamrock Companies, a Westlake, Ohio, based marketing communications and project management firm, creates a new position and appoints Tom McAuliffe as director of retail marketing. McAuliffe will be responsible for helping large retailers, mass merchandisers and multi-division stores to standardize, by store, orders that include signage, loyalty programs, and distribution services. VOOM® (Virtual Online Ordering Campaign), an electronic proprietary program developed by The Shamrock Companies, will be used to ensure that all materials individually prepared to specifications for each store within a retail organization remains updated and accurate.

"Among large retailers it's often the case that each store is configured somewhat differently, either by size, demographics or the ethnicity of customers. Using VOOM, Shamrock can assure the retailer that right-size signage and other merchandising and marketing materials is delivered to each store every time a new order, or a reorder is placed," said McAuliffe. "With VOOM, Shamrock can handle all capabilities for the retailer, including printing, distribution and execution of orders. Until now, no one company was able to do all this for retailers," added McAuliffe.

McAuliffe has more than 20 years experience in retail operations, including purchasing, signage, graphics, brand development, distribution, store openings, construction, maintenance, IT and data services, store operations, finance and in-store marketing and design. Prior to joining Shamrock, McAuliffe has held various position including director of purchasing and director of store development for Dick's Sporting Goods.

"VOOM ensures speed to market and accuracy – two very important elements for retailers," said David Fechter, EVP of Operations for Shamrock. "We're delighted that Tom has agreed to join us, because he understands the retailer side of the business, as well as the manufacturing side, which makes him the perfect individual for this critical position."

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.

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