



SHAMROCK COMPANIES, INC., PROVIDER OF MARKETING SERVICES AND BUSINESS PROCESSING, HIRES NEW DIRECTOR OF OPERATIONS FOR FULFILLMENT SERVICES GROUP

(Westlake, Ohio, April 7, 2008)... The Shamrock Companies, a Westlake, Ohio, based marketing communications and project management firm, announces the appointment of Christopher Hunter to Director of Operations for Shamrock Companies growing fulfillment services group. Hunter will be located at Shamrock's Westlake headquarters, where he will lead the business development initiatives associated with the fulfillment services group.

Hunter has more than 17 years experience in Business Process solutions. Before joining The Shamrock Companies, Inc., he managed large-scale print, mail, and fulfillment for divisions of IBM, ADP, ClientLogic, and Sears Technology Services. At IBM in Ohio, Hunter launched insertion operations for IBM Output Services Division for several large clients. Hunter has developed and implemented Direct to Consumer and Business-to-Business enterprise fulfillment solutions for many Fortune 500, and other large-scale clients.

The fulfillment services group provides enterprise business process solutions that include development of targeted and personalized fulfillment management programs. Solution offerings allow clients to achieve improved customer experience with their brands, while streamlining and improving efficiencies in non-core business processes. Services include: an enterprise order management, warehouse management, and integrated shipping system for national and international services; comprehensive Web-based reporting; database management; personalized promotions and campaigns; POP distribution; real time inventory; comprehensive, state-of-the-art mailing services that include assembly and distribution of mailings; automated lettershop services; print on demand; 3-D attachments to direct mail pieces; and careful attention to qualifiers for postal discounts.

"We are delighted to have Chris as part of our team," said David Fechter, EVP of Operations for Shamrock Companies. "Chris' experience in fulfillment services for large and small clients nationwide makes him the perfect fit for this 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.

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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