

**FOR IMMEDIATE RELEASE**

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**I.T. STRATEGIES AND BROADFORD & MALONEY  
FORM STRATEGIC ALLIANCE**

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**Focus on Bringing New Digital Printing Technologies  
to Market Faster for Manufacturers**

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**HANOVER, MA and GREENWICH, CT, November 27, 2007** — I.T. Strategies, Inc., a leading business and technology consultant to the digital printing industry, and Broadford & Maloney Inc. (BMI), the nation's foremost marketing communications organization serving the graphic arts and related high-technology industries, have announced the formation of a strategic alliance.

The relationship extends the individual capabilities of each company, with a focus on providing access to an unprecedented depth of services that can enable the faster movement to market and early customer adoption of new digital printing products and technologies.

Commenting on the alliance, Marco Boer, a principal in I.T. Strategies, noted, "The combined efforts of I.T. Strategies and Broadford & Maloney will provide our digital printing industry clients with a new spectrum of synergies never before available to the industry. By leveraging the knowledge and experience that I.T. Strategies offers in all aspects of digital printing technology and applications, and the extensive global marketing communications resources of Broadford & Maloney, we have the ability to significantly shorten the time-to-money curve of our clients."

Martin Maloney, Chairman of Broadford & Maloney, observed, "The strategic alliance with I.T. Strategies is a good fit for us. With our marketing communications experience in introducing and building acceptance for advanced digital printing technologies, interfaced with their success in researching and matching digital technologies to market opportunities, we can offer unique end-to-end support to bring product innovations to market significantly faster."

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The strategic alliance will enable digital printing and imaging systems manufacturers to move seamlessly and efficiently through all the stages of new technology and product launches from market research and product development to marketing communications strategy and implementation. Digital label printing presses, innovative wide-format graphics and flatbed printers, highly specialized photographic printers and similar advanced equipment are among the new digital printing technologies that the alliance will focus on bringing to market.

I.T. Strategies and Bradford & Maloney will collaborate to make their synergistic skills and market knowledge available to their respective clients; the alliance does not have a financial dimension nor does it affect the contractual relationships each has with its clients.

**ABOUT I.T. STRATEGIES, INC.**

Headquartered in Hanover, Massachusetts, I.T. Strategies specializes in researching end-user requirements for printing applications and marrying those needs with appropriate digital printing technologies. For more than 15 years, the company has been advising and assisting clients in the development of strategic practices for entering new markets and capturing new customers. Its clients include leading developers of ink jet and electro-photographic digital printing technologies, printing press manufacturers, image processing software developers and large end-users of digital printing technology. In addition to U.S. operations, the company maintains a staff in Tokyo and has extensive and close industry relationships in Japan, East Asia and Europe. For more information, visit the I.T. Strategies website at [www.it-strategies.com](http://www.it-strategies.com).

**ABOUT BROADFORD & MALONEY INC.**

Now in its 24th year as a full-service international agency, Greenwich, Connecticut-based Bradford & Maloney provides public relations and marketing counsel and services to leading national and international clients that market advanced technology products, equipment and services throughout the graphic arts and packaging industries. The agency also provides strategic marketing communications planning and creative support in areas such as advertising, direct mail, collateral literature, promotion and other marketing communications media.