

**FOR IMMEDIATE RELEASE**

## **GMC Software Technology Selects Media Ink. as Media Relations Firm**

**Mark Bonacorso, president, Media Ink., to lead account team for GMC**

**July 19, 2007 – Boston, Massachusetts; Appenzell, Switzerland; Tucson, Arizona** – GMC Software Technology, the standard in personalized communications, today announced that it has selected Media Ink. as its media relations firm. Specializing in media relations and other marketing services for the technology, printing, and graphic arts industries, Media Ink. will work to raise awareness of GMC in existing and new markets, as well as better serve the interests of the media and analyst communities. Media Ink. President Mark Bonacorso will head up the account team for GMC.

“Media Ink. comes highly recommended by journalists, analysts and peers within the industry,” said Hal Morrow, Chief Marketing Officer, GMC Software Technology. “They have a very thorough understanding of the markets we serve, as well as client-side expertise based on years in high-technology corporate marketing.”

Headquartered in Switzerland, with offices throughout Europe, the Americas and Asia, GMC Software Technology serves 7,200 users in over 30 countries in a diverse range of industries including direct mail, finance, insurance, telecommunications, utilities, government and education.

GMC’s award-winning PrintNet™ software is an easy to implement, end-to-end solution with full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for personalized print and electronic communications.

“We are flattered that a company of GMC’s scope has selected Media Ink. as its media relations firm,” said Mark Bonacorso. “We are looking forward to working with them to enhance their market position through established relationships with targeted trade and business media, as well as analysts and industry influencers.”

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**About Media Ink.**

With offices in Minneapolis, Minnesota, Sioux Falls, South Dakota and Tucson, Arizona, Media Ink. is a public relations and marketing firm specializing in the graphic arts, printing and imaging industries as well as non-profit advocacy and public policy. Media Ink. serves as both public relations counsel and as advisors to management teams. Due to established working relationships with the media, corporate executives, association leaders and other professionals, Media Ink. is able to provide tangible results for its clients. For more information on Media Ink., contact Mark Bonacorso, at 520-825-0217 or email at [markb@mediaink.biz](mailto:markb@mediaink.biz).

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