



## **J.M. Perrone Co., Inc. Acquired by Two Boston-Area Private Equity Firms**

Hingham, MA, August 05, 2008 --(PR.com)-- J.M. Perrone Co., Inc. (<http://www.jmpdm.com>) announced its acquisition this month by two prominent, Boston-based private equity firms: Wellfleet Capital Partners and Tag Venture Partners in partnership with C.J. Floros and the management team at Perrone. This deal draws from the company's success as a direct marketing firm, and aims to broaden the company's scope as a full service integrated, multi-channel marketer.

“In keeping with Perrone's success and innovation over the last 27 years, this acquisition enhances the resources and talent available to our clients.” said C.J. Floros, CEO. “We now have a full spectrum of integrated direct marketing services we offer from strategy & consulting to interactive and predictive modeling,” he continued.

Clients benefiting from Perrone's creative and strategic expertise include Harvard University, Boston Museum of Science, Howard University, Clean Harbors, Iron Mountain, and Blue Cross Blue Shield.

J.M. Perrone Co., Inc. is a leading provider of integrated direct marketing solutions. Since 1981, the company has consistently delivered results-oriented services for higher education, nonprofit, and a wide variety of companies in the private sector. Perrone's growth is directly attributable to the success of their clients.

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