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**Ed Cleary Joins G3 Communications to Head Up New  
Demand Creation Specialists Business Unit**

*Hasbrouck Heights, NJ – May 18, 2009 - [G3 Communications](#) has announced the appointment of [Ed Cleary](#), a leading executive in the BtoB media and lead generation space, to serve as the Business Development Director for the company's new Demand Creation Specialists business unit.*

After serving for seven years as Publisher of Integrated Solutions for Retailers magazine, Cleary most recently served as Publisher of Retail Solutions Online, a division of Vert Markets. During his tenure as Publisher of Integrated Solutions for Retailers, Cleary drove consistent double digit year-over-year revenue. In his recent role at Retail Solutions Online, Cleary expanded the brand's base of strategic partners and launched several new research and content initiatives.

"We're excited to have Ed join our team," said Sal LoSauro, Vice President at G3 Communications. "Having shared a lot of the same clients over the years in the retail technology industry, we have seen first-hand how Ed excels in the areas of customer service and also driving real results for his clients. With this in mind we knew he would be a great fit for the new Demand Creation Specialists division."

In his new role, Cleary will be based in Erie, PA and will serve a host of clients throughout the country.

Launching in May 2009, Demand Creation Specialists will provide actionable content resources to support lead generation and lead nurturing campaigns for companies in complex selling environments, such as technology and financial services. The new business unit supports the growing custom content needs of G3's other media brands—[Retail TouchPoints](#) and [DemandGen Report](#)—as well as extending the content and media consulting services to other vertical industries.

The Demand Creation Specialists division will benefit from the expertise and content library established by G3's DemandGen Report publication, which has seen its circulation double over the past year reaching close to 20,000.

"Through our ongoing editorial coverage in DemandGen Report, as well as our custom publishing work with various clients, we have seen that BtoB buying has changed

dramatically in the past few years,” said Andrew Gaffney, G3’s President and Founder. “Marketers are now challenged to think more like publishers and develop a stream of unique content which helps and engage prospects and accelerate them through the buying cycle. Demand Creation Specialists will allow us to tap into the innovative solutions available in sales and marketing automation to deliver targeted content for our clients.”

*DemandGen Report: The Scorecard for Sales & Marketing Automation*, is an online publication focusing exclusively on the strategies, tactics and measurements that are central to generating demand.

G3 Communications was founded in 2006 to provide customized content solutions for business-focused clients. The company’s team of content experts provides expertise in creating call-to-action and thought leadership content.

Since its formation, G3 has doubled its revenues each year by focusing on providing customized content and lead generation programs for BtoB marketers, which show demonstrable ROI and support marketing and sales initiatives.

For More information please visit [www.demandgenreport.com](http://www.demandgenreport.com) or [www.gthreecom.com](http://www.gthreecom.com) and to schedule an interview with Andrew Gaffney please contact Caroline Ferns at [carolineferns@comcast.net](mailto:carolineferns@comcast.net)