

Contact: Jennifer Farrington
203-254-8556
jennifer@palmer-farrington.com

FOR IMMEDIATE RELEASE

***Launch of Palmer-Farrington Marketing Services Firm,
Offers Complimentary Consulting***

Marketing is often misunderstood to mean advertising and brochures when it can increase sales leads and revenue.

FAIRFIELD, CT, March 1, 2007 – Palmer-Farrington LLC, in celebration of their firm’s launch, will provide a complimentary hour of marketing analysis for the next 30 days. Companies can use the time to analyze their current marketing programs or to ask questions on how to tie their marketing plans to their company’s overall strategic goals.

Palmer-Farrington, a new marketing services firm, helps companies translate **strategic** goals into **tactical** action plans, using **creative** communications to deliver messages to their target markets. These messages in turn, generate new leads, translate into clients, expand the client relationship to additional products and services, and create client referrals – all resulting in **increased revenue**.

The firm is led by Jennifer Farrington, who has more than ten years of marketing consulting and client management experience - from the initial concept to implementation. Farrington recently served as the Chief Marketing Officer for Buck Consultants, an ACS company.

“I look forward to helping companies develop their marketing programs,” said Farrington. “Many firms need to strengthen the link between their strategic goals and the role marketing plays in generating revenue.”

Companies interested in the free hour of marketing consulting should call (203) 254-8556 or email hello@palmer-farrington.com.

About Palmer-Farrington LLC

Palmer-Farrington LLC, a business marketing services firm, partners with companies to provide strategic, tactical and creative business solutions using the latest sales and marketing techniques. Palmer-Farrington expertly addresses the perception of products and services whether it is print, interactive, event-based, or online for small to mid-sized companies. Additional information is available at <http://www.palmer-farrington.com>.

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