



NEWS RELEASE

Contact:

Gary Frisch, director of public relations

Phone: 856.728.6100

Fax: 856.728.6121

POST UNIVERSITY OF CONNECTICUT CHOOSES AGENCY FOR REBRANDING

WILLIAMSTOWN, N.J., June 9, 2008 – Adamus Media, a strategic marketing, design and branding agency based in Williamstown, N.J., announces it has been selected by Post University to rebrand the school's identity and promote its main campus in Waterbury, Conn. This follows a campaign by Adamus Media to help the university launch its online education initiative two years ago – which resulted in 110 percent program enrollment.

Adamus Media will help Post rebrand itself through a variety of media techniques including direct mail and informational pieces, while using public relations to increase enrollment. The agency will also produce the university's new “student view book” student guidebook.

“We've had demonstrable success in the past working with this agency, so it was an easy decision to use them to promote and rebrand the main campus,” said Marcelo Parravicini, director of marketing for Post University. “We are very impressed with agency's professionalism, creativity and efficiency and we love working with their team.”

- more -

“Post University offers terrific programs. The university is very career-focused so the students not only receive great education, but also develop practical and personal skills. Post is really about character development, leadership, industry demands, it really focuses on equipping young minds with the type of skills that make great industry leaders. So as we have before, we’re very much looking forward to working with the University again,” said Sylwia Majewski, president of Adamus Media.

Founded in 1890, Post University is a private business university located in Waterbury, Conn. Post offers bachelor’s degrees in accounting, business administration, biology, criminal justice, computer information systems, environmental science, equine management, finance, early childhood education, legal studies (paralegal), management, human services, psychology, and sociology, as well as an MBA in Corporate Innovation or Entrepreneurship and a Master’s in Science in Human Services. Courses are offered in the following deliveries: day, online, evening and at two satellite centers in Meriden and Danbury.

Adamus Media offers a wide range of advertising & marketing services starting from branding and corporate communications through web design, development and e-commerce, direct mail campaigns, outdoor advertising, interactive and rich media design along with online marketing. The firm’s resources include award-winning writers, photographers, graphic and Web designers, marketing and public relations specialists, interactive media and both 2D and 3D designers and animators.