

MEDIA RELEASE

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RELEASE

February 28, 2011

**LederMark Communications, Financial Marketer,
is Awarded GSA Contract for Integrated Marketing Solutions**

BALTIMORE, MD FEBRUARY 28, 2011 -- LederMark Communications, LLC, a marketing strategy and communications firm serving financial services organizations, has been awarded a five-year contract schedule by the U.S. General Services Administration (GSA) to provide integrated marketing solutions directly to government department and agency clients. The award signifies that LederMark has passed rigorous review by the administration and met its high standard for quality in Advertising and Integrated Marketing Solutions (AIMS).

GSA offers federal, local and state government agencies purchasing access to manufacturers and service providers through the GSA Advantage!® online shopping and ordering system. GSA schedules give government customers direct purchase and delivery access of products and services at most-favored pricing.

“Government executives and agencies are increasingly required to execute campaigns involving complex financial topics for various audiences,” said Gerri Leder, president of LederMark Communications. “Getting to the heart of financial literacy, consumer financial protection, financial regulatory reform and tax compliance requires dual skill sets: a deep financial subject matter expertise and a firm grasp on marketing strategy and tactics.”

LederMark Communications is a woman-owned small business specializing in marketing strategy and communications for financial services organizations. Founded in 1999, the Baltimore firm’s clients include brokerage, investment advisory and mutual fund companies as well as other financial services organizations.

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