



## **Haggin Marketing Unites to Become SolutionSet** *Agency brings together powerful marketing services*

SAN FRANCISCO – Oct 19, 2009 – Haggin Marketing, a leading multichannel marketing services company, today announced that it has combined its four business groups into one entity named SolutionSet. This combination reflects a strategic plan put in motion in 2005 to build an agency that maximizes the competencies and inter-dependencies of digital, direct, retail, and database marketing services. Now SolutionSet delivers a new level of accountable marketing through cross-media solutions that trigger transactions and foster customer relationships over time for its clients.

SolutionSet has over 400 employees in six offices across the United States:

**DIRECT + RETAIL MARKETING:** previously Haggin Marketing (Mill Valley, CA, and Chicago)

**DIGITAL MARKETING + TECHNOLOGY:** the original SolutionSet (San Francisco and Palo Alto, CA)

**DATABASE MARKETING:** previously I-Centrix (Albany, NY)

**FRANCHISEE & LOCAL MARKETING:** Getmembers.com (Atlanta)

The new organization creates integrated communications programs that engage customers, drive transactions, and continuously optimize results for its clients. Deploying its CRM expertise and response-driven creative capabilities, SolutionSet nurtures interactions throughout the customer lifecycle—from acquisition to customer development to re-activation. It does this using a continuous improvement model that seeks to lower costs and improve return for its clients, while promoting brand loyalty and lifetime value.

“Unifying ourselves as SolutionSet signifies our energy and desire to deliver the very best expertise in digital, direct, retail, and database marketing. While we are highly creative, we are also disciplined marketers and business people. Our clients win. That is the mission,” said Jeff Haggin, chief executive officer of SolutionSet.

### About SolutionSet

SolutionSet is a marketing services company that plans, creates, and delivers integrated communications programs to engage customers and drive transactions for clients including adidas, AT&T, Dell, eBay, Stanford University, and more. Visit: [www.solutionset.com](http://www.solutionset.com).

---

---

CONTACT: Jason Hornik, 415.289.1110, [jason.hornik@solutionset.com](mailto:jason.hornik@solutionset.com)