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**NSI Marketing Services Acquires CoAMS,
Leading Provider of Trade Promotion Management Services**

March 26, 2009 (St. Louis, MO) — NSI Marketing Services (NSI), a St. Louis-based channel marketing services firm that provides technology-enabled marketing administration, communication and research solutions, has acquired privately held CoAMS, Inc. In announcing the acquisition, Mark Mantovani, president and chief executive officer of NSI, called the event “pivotal” as it “brings together two established firms with long track records in providing first-class channel marketing services to world-class clients.”

The CEO also noted the financial support of the private equity firm, Frontenac Company, as particularly important to NSI’s growth strategy. “Given current economic conditions,” Mantovani said, “the continued growth of NSI’s revenues, the support of Frontenac Company and the establishment of a new commercial relationship with First Bank are particularly gratifying.”

Established in 1982, CoAMS provides full-service, customized co-op administration solutions and associated Web-based software systems to a client roster of over fifty Fortune 1000 firms in a myriad of industries, including technology, retail, financial services and automotive manufacturing. With over 100 employees at the Chicago headquarters and its Cedar Rapids, Iowa, branch office, CoAMS has a healthy and stable revenue history to match its strong client partnerships.

Commenting further on the acquisition—which brings NSI’s workforce at its downtown St. Louis headquarters and branch offices in New York City, Los Angeles, Chicago and Cedar Rapids to some 325 associates—Mantovani said, “The combined organization will be a stronger, more diverse and more effective enterprise with enhanced abilities to service current and prospective clients. We expect the breadth of services and industry coverage to enable the combined organization to support NSI’s continuing vision of leadership in the channel marketing industry.”

About NSI Marketing Services

Established in 1919, NSI Marketing Services provides marketing administration, communications, research, experiential marketing and creative solutions to a client list that includes some of the most well-known and respected U.S. brands. In 2005, Frontenac Company, a Chicago-based private equity investment firm with more than \$1 billion under active management, purchased a controlling interest in NSI.

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