



Public Relations • Events • Incentives

For Immediate Release

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The Castle Group Adds In-House Creative and Production Capabilities Through Joint Venture with MK3 Creative

BOSTON, Mass.; March 1, 2010 – In response to the increasing demand for creative services and multi-media production for its events and public relations clients, The Castle Group has expanded its capabilities through a joint venture with MK3 Creative, an Emmy® award-winning production company housed in Castle's offices in the Charlestown Navy Yard and fully integrated with Castle's existing team. MK3 delivers the resources and expertise to provide clients with critical marketing services that are natural complements to Castle's marketing communications and event management expertise.

MK3 Creative combines the storytelling ability of an ad agency with the in-house capabilities of a production company. This includes video and event production, concept and copywriting, graphic design and interactive/digital services. As a result of this relationship, Castle's offices now include an on-site video editing suite, as well as a portable suite to service clients at their offices, conferences or other remote locations.

"As the lines blur further among marketing disciplines, there is a growing need among clients for marketing integration including traditional and social media, websites and events. By partnering with MK3, we have created an efficiency of resources that allows our clients to experience high-level creative services including video production, web and presentation design, and event production in sync with our established PR and events practices," said Castle Group principal and co-founder Wendy Spivak. "We

have had many successful experiences working with MK3. We know this venture is an excellent fit in terms of our philosophies, work styles and the broad range of capabilities we can offer to clients.”

“This is a not just a new model for delivering communications services, it's the right model – and a great way to collaborate with our clients and grow long term relationships,” said Joel Kaplan, account services/partner, MK3 Creative.

About The Castle Group

Our clients want to go places and we get them there – whether through a successful product launch, an ongoing visibility campaign or a marketing platform to support an exit strategy. The Castle Group’s full-service public relations and events divisions deliver strategic, effective communications programs to clients, including brand strategies, media relations, social media programs, corporate and philanthropic events management, and travel-based and online sales incentives. An independent, women-owned business founded in 1996, The Castle Group is a member of the exclusive Public Relations Global Network. The agency is on the Web at www.thecastlegrp.com.

About MK3 Creative

Welcome to the world of MK3 Creative...where medium meets message. It’s where creative meets context, and left brain meets right. It’s where lyric meets logic and form meets function. MK3 Creative offers the storytelling ability of an ad agency and the in-house capabilities of a production company. That means we produce what we pitch, allowing you the opportunity to collaborate with one team from concept to completion. Our core group of creatives offers award-winning experience in video, interactive, events and print... but those are just media. Our message is we’re storytellers, and we look forward to helping you tell yours. Meet us at www.mk3creative.com.

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