

Press Release

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WAVELENGTH'S PROVEN BUSINESS IMPACT REMAINS CONSISTENT

MANTEC Mid-year Report Proves Wavelength's Consistent Ability to Drive Bottom Line Impact of 30 Percent

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm headquartered in Lancaster (PA), received its July 2011 mid-year metric report from business partner MANTEC's President and CEO John Lloyd.

In a January 2011, Wavelength received its 2010 report of metrics from the MANTEC manufacturing clients to whom Wavelength provided consulting and marketing services. At that time, this independent report found that Wavelength provided:

- Bottom line impact of 30% above the value of the consulting services provided by Wavelength B2B
- Return on Investment projected from these projects is 3.4 to 1
- Total Satisfaction Score on completed projects is 5.0 out of a maximum of 5.0

In the recent July 2011 mid-year report, MANTEC reported that Wavelength continues to consistently provide the same level of value to its clients.

Wavelength B2B is a consultant in good standing with MANTEC, which is an affiliate of the Manufacturing Extension Partnership (MEP), a program of the Commerce Department's National Institute of Standards and Technology. The MEP is a nationwide network of centers helping U.S. manufacturers improve their performance and become more competitive.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.