



*Commanding Response for Our Clients*

**FOR IMMEDIATE RELEASE**

**QUEST MARKETING SOLUTIONS LAUNCHES TWO NEW DIVISIONS,  
EXPANDS SERVICES IN NEW OFFICE SPACE**  
**Economic downturn creates opportunity for Mason firm**

CINCINNATI -- June 17, 2008 – Gloomy economic forecasts don't seem to have affected Quest Marketing Solutions, which is expanding its services and offices this month, announcing the launch of two new service divisions in conjunction with its move to new offices in the Fountains of Mason.

Quest provides full-service marketing services for small to medium sized companies in southwest Ohio. It has been growing rapidly since its founding in 2000.

“Our business is growing by leaps and bounds, and what we do for clients frankly makes even more sense as the economy softens,” said President Ernie DiMalanta. “We are passionate about creating and executing what we call High Touch Marketing solutions that command response for our clients.

Its two new divisions are: Lucid, a brand design and management team that provides graphic design for client firms to fit marketing solutions Quest has developed, and Matalas, a logo gear division that provides strategic and industry-appropriate clothing, gifts and other items that carry company's logo and advance its marketing goals.

“Growing needs for design that is an integral part of a brand led us to develop Lucid. Its name fits our strategy of providing simple and clear messages for our clients and their brands through powerful design that communicates the brand in the look and feel of what is designed,” DiMalanta explained.

“And in many industries, logo gear is an integral part of communicating a company's brand, image and message,” he continued. “Strategic expertise in this area is vital, so we created Matalas, a logo gear division that takes this area very seriously. The word ‘Matalas’ actually means “sharp” in the Filipino language.”

The two new divisions, along with Quest's growing stable of marketing consultants and other specialty marketing professionals, now occupy **xx,000** square feet of new office space in the Fountains of Mason, located off Montgomery-Mason Road at 7316 Central Park.

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DiMalanta feels the growth of Quest evidenced by the new divisions and new, larger office signifies the maturation of the company that provides the same level of professionalism for smaller companies that larger firms typically employ.

“We have developed a model to provide the smaller company with full-service marketing,” DiMalanta explained. “Our philosophy is to provide simple, disciplined and perpetual marketing strategies for our client companies.”

“We make sure the message is consistent and practical. We don’t waste a client’s money on tactics that won’t work for their business.”

“And when it’s a bit tougher to get business, that’s when smart companies make sure they continue getting their message out there, even if they have to tighten the budget a bit,” he concluded.

When starting to work with a client company, he said, Quest consultants do an assessment of a company’s marketing, starting with fact gathering research on the current marketing plan, and qualitative research with customers. It then creates a one-year marketing plan, and once that is approved, moves to implement it.

“According to our research, no one else does this for small to mid-size companies,” DiMalanta added. “We see ad agencies and consultants that do different parts of what we provide, but we’re the only one providing a complete package to companies of this size.”

For more information about Quest Marketing Solutions, visit [www.questmarketingsolutions.com](http://www.questmarketingsolutions.com) or call them at 513/683-6999.

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**Note to news professionals: For more information or to interview Ernie DiMalanta, please contact Joni Sullivan Baker, Buoyancy Public Relations at 513/319-3231.**