

Centerpoint Marketing and PeotaGrafx Join Forces Under The Simplified Banner Of "Centerpoint"

CHICAGO, IL, February 1, 2008 – Centerpoint Marketing and PeotaGrafx Photography have come together to create a new center of marketing power in the Midwest. They have functioned as sister companies in the same 32,000 square foot facility at 3310 N. Elston Avenue since September, 2000. The two entities will move forward as a single, integrated communications agency under the "Centerpoint" name.

PeotaGrafx has been a major commercial photography studio in Chicago for over 50 years. Scott Peota, the studio's owner, joined forces with Catherine Etzkorn and Dick Stack seven years ago to form "Centerpoint Marketing." The agency has grown to 31 employees who serve 14 clients that include leading retailers, catalogers, direct marketers, and manufacturers.

"Since day-one, we have worked closely with PeotaGrafx, sharing the same building and many of the same clients," said Catherine Etzkorn, president of Centerpoint. "We are now truly a seamless organization."

Faithful to its original charter, Centerpoint offers clients a complete range of integrated marketing services. These include strategy development, brand positioning, corporate identity, advertising, media planning and buying, public relations, database marketing, catalog design and collateral, website design, sales promotion, package design, in-store merchandising, digital photography, and production/fulfillment services.

"We are bona fide practitioners of integrated marketing," observed Judy Biasetti, Director of Client Services. "We provide fresh, effective solutions to virtually any marketing challenge. Our clients appreciate that we consistently produce great work for them that is on time and on budget."

"Our unique creative philosophy is based on finding a client's center point – the intersection of its brand essence and client needs," added Biasetti. "That's our starting point for creating successful multi-channel marketing programs – something we've done for a wide variety of clients."

Centerpoint is developing a single web site that will debut this spring. In the meantime, the agency's work can be seen at www.centerpointchicago.com and www.peotagrafx.com. For specific information about the agency's services, call Judy Biasetti at 773-478-7756, extension 313.