



**FOR IMMEDIATE RELEASE**  
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**ClearEdge Supports MDI's Evolution to "MDI Group"**  
*Helps MDI Group mark its 20<sup>th</sup> anniversary with a new brand identity and focus*

Chicago, IL (July 22, 2008)—ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services firms, partnered with MDI Group (formerly MDI), one of the nation's top professional service firms, to mark its 20<sup>th</sup> anniversary with a new brand identity, focus and Web site ([www.mdigroup.com](http://www.mdigroup.com)).

ClearEdge collaborated with MDI Group's internal marketing staff to reframe its go-to-market message strategy and evolve the brand. The brand now represents the company's growth from an IT staffing firm focused on metro Atlanta to a \$70 million company providing a range of solutions to clients nationwide in information technology and in finance and accounting. The effort also included a new logo, Web site and marketing collateral.

"ClearEdge's reputation and industry expertise led to our selection of the firm to help MDI refresh its brand," commented Brad Mencher, strategic vice president. "The new brand builds on the company's historical success, provides a foundation for future growth and reflects a forward-thinking, creative organization—all qualities that have enabled MDI to consistently deliver outstanding service to its clients and consultants. We couldn't be happier with the outcome."

According to ClearEdge Marketing President and Founder, Leslie Vickrey, "We're proud to have offered our support to MDI Group during their brand evolution. This initiative ensures they have a clear, strong message platform they can build upon for years to come."

**About ClearEdge Marketing**

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized professional services firms around the world. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, Galmont Consulting and The Armada Group. To learn more, please visit [www.clearedgemarketing.com](http://www.clearedgemarketing.com).

**About MDI Group**

MDI Group is a results-driven professional services firm providing IT and Finance & Accounting solutions that enable clients to achieve critical business objectives. Founded in 1988, MDI Group has recorded 19 consecutive years of profitable growth and more than \$74 million in 2007 revenue. MDI Group now employs more than 600 people nationally out of offices in Atlanta; Birmingham, AL; Columbus, GA; Dallas; Greenville, SC; Phoenix; and Seattle. For more information about MDI Group, visit [www.mdigroup.com](http://www.mdigroup.com) <http://www.mdigroup.com/press/www.mdigroup.com>.

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