



## FOR IMMEDIATE RELEASE

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### **Trellist Acquires Scribewise, A Leading Content Marketing Firm** ***Acquisition adds content marketing and public relations as key Trellist service offerings***

September 30, 2014 | Wilmington, DE – Trellist Marketing and Technology today announced that it has finalized an Asset Purchase Agreement with Philadelphia-based Scribewise, LLC, a content marketing and public relations agency. The transaction is part of Trellist’s effort to create rapid company growth with a strategic mix of smart people, innovative practices, and operating efficiencies. Financial terms of the Agreement were not disclosed.

Scribewise, based in Center City Philadelphia, was founded in 2012 by John Miller, veteran broadcast journalist and marketer. Scribewise is a content creation engine that operates like an outsourced newsroom. The company combines established journalism and media relations practices to identify, produce and deliver impactful stories that fuel marketing efforts and build trust with client audiences.

“The addition of Scribewise to the Trellist family creates an exciting opportunity for our company, for our customers, and for our shareholders,” said David Atadan, founding partner and CEO of Trellist. “The team at Scribewise not only brings considerable expertise that will enable Trellist to provide high quality, journalistic content to enhance strategic marketing programs for our clients, but they’re analytical thinkers who solve problems creatively – just like we do. We know they’ll not only continue the outstanding work they’ve been doing for their existing clients, but will leverage the resources of Trellist to grow their business while expanding our existing offerings. We really see this transaction as a ‘1+1=4’ type of proposition.”

“Trellist realizes that we’re early in the history of content marketing and that, together, we have a tremendous opportunity to serve the marketplace,” said John Miller, founder and president of Scribewise. “We had been working as partners with Trellist, and as our relationship grew we realized how similar our respective company cultures and goals were, which makes this transaction a great fit for all concerned. Becoming fully integrated with Trellist will allow us to better serve our existing clients, while at the same time adding our expertise to the full-line capabilities Trellist already provides. We see this as being a tremendous opportunity for all of our clients and we’re very eager to join Trellist and their family of companies.”

Under the terms of the Agreement, Trellist has purchased all of Scribewise’s assets and has taken assignment of Scribewise’s customer agreements.

Scribewise’s current staff will become Trellist employees and continue to operate the business as a division of Trellist, adding its service offerings into Trellist’s current customer base.

The transaction was formally executed on September 30, 2014, and is effective October 1, 2014.



### **About Trellist Marketing | Technology**

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development, and Education & eLearning. Trellist offers high-level strategic consulting and tactical design & development as a full-service agency or a resource management organization. Trellist works with global, national, and regional clients through hub and spoke office models.

#### **Company Address:**

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### **About Scribewise**

Founded in 2012, Scribewise is a content marketing and public relations firm based in Philadelphia. The company's team of journalists serves as a content creation engine for its B2B and B2C clients. Scribewise creates and distributes high quality, journalistic content to its customers for use in web sites, blogs, and social media, helping advance their marketing efforts and build trust with their audience. Scribewise also provides public relations services, calling on the journalism experience of its staff to shape content to meet the realities of the newsroom. Learn more about Scribewise at [www.scribewise.com](http://www.scribewise.com).