



Press Release

Graber Associates Adds Two Senior Staff Members

Business development director Carole Inferrera, research/analysis director Cheryl Jones join firm

Burlington, Mass. - May 31, 2007- Graber Associates LLC, a public relations, marketing, and research firm for financial, IT, and services companies, today announced two new additions to its growing team of professional consultants. Carole Inferrera is the firm's new director of business development. Cheryl Jones assumes the position of director of research and analysis.

Carole Inferrera has a wealth of entrepreneurial experience in all areas of consulting, training, and business development. She most recently served as head of business development for Sun-Up Products, a startup firm that designs and manufactures photoluminescent safety products.

At Priorities, Inc., an e-commerce company specializing in allergy-free products, Carole was responsible for product review and acquisition, customer service, finance, sales, order fulfillment, advertising, and catalog design. As business manager for Lincoln Energy Corporation, she ran accounting and finance, investor relations, lease acquisition, and vendor management.

Carole holds a master's degree in business administration from the F.W. Olin Graduate School of Business at Babson. She received her bachelor's degree in clothing and textiles from Framingham State College. Carole has also taught in the undergraduate business program at Lasell College.

Cheryl Jones is an experienced marketing professional whose specialty is helping companies understand their market position and enabling their teams to capitalize on their strengths. Her range of experience includes research and analysis, competitive intelligence, sales strategy support, financial analysis, industry analyst relations, and proposal development. Cheryl's knowledge spans the computer software, information technology services, and financial services industries.

Before joining Graber Associates, Cheryl was the competitive analyst for MatrixOne, an international software firm based in Chelmsford, Mass. She established and managed the company's competitive analysis program, which provided direction and support to executive management and to the firm's cross-functional organizations.

Prior to joining MatrixOne, Cheryl held the position of marketing business analyst at Wang Global, a multinational IT services firm, where she was involved in industry and competitive research and positioning. Her work enabled the company to define its market opportunities and determine its marketing strategy, value proposition, and competitive positioning in four major lines of business. She also managed industry analyst relations for the Getronics Americas organization after its acquisition of Wang Global.

She began her career as marketing analyst and marketing and systems coordinator for Eaton Vance, a Boston-based financial services firm.

Cheryl holds a master's degree in business administration from Bentley Graduate School of Business and a bachelor's degree in finance from the University of Massachusetts-Lowell.

"Carole has repeatedly demonstrated a thorough understanding of p.r. and marketing and how they blend together in a company's overall business strategy. Cheryl has terrific insight into many of the markets we serve and into the strengths and vulnerabilities of the players in those markets," said president Ray Graber.

"Along with Ed Jackson, who came aboard in March as our UK-based business consultant, Cheryl and Carole add a great deal of expertise that both broadens and deepens the Graber Associates menu of client services."

About Graber Associates LLC

Graber Associates was founded in 2002 to bring expertise in banking and technology to clients in the financial services sector. Since then, the company has expanded to encompass the complementary disciplines of market research and marketing communications. Graber Associates has served clients in small business, retail, and commercial banking; software, hardware, and IT within the technology and financial services sectors; public and nonprofit entities; and startup businesses. Assignments have included product and services marketing; corporate treasury operations; product planning; M&A due diligence; and the full slate of corporate communications activities. For more information, email info@graberassociates.net or call 781-221-0018.

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