

**For Immediate Release**



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## **VICTORY MARKETING GROUP ANNOUNCES NATIONAL CERTIFICATION AS A TIER-TWO WOMEN OWNED BUSINESS ENTERPRISE (WBE)**

BRIDGEWATER, N.J. - April 2009: Victory Marketing Group, a full service integrated communications company, announced today that the company has been certified as a Tier-two Women-Owned Business Enterprise (WBE). Tier-two diverse suppliers provide products to customers through the distribution channel. This is a prestigious certification that allows companies to access corporate supplier diversity programs within corporations and governmental procurement programs.

Nationally, initiatives to build resilience in socially and economically disadvantaged business sectors are becoming key elements of corporate partnership and responsibility. Victory recognizes the importance of diversified ideas, perspectives and talent in order to provide our clients with innovative ideas and results. President Vincent Mattaliano believes diversity is the key to success, "Our company is composed of 90% women. Two out of the three of our directors are women. Our country was formed and built on diversity. There are many stories that document how diversity in the workplace boosts company morale and success within communities."

Victory Marketing is working on several projects involving women's rights for Women's history month. Their active engagement in community affairs sets them apart from many other advertising companies in the area.

Victory's high-profile clientele includes: Johnson & Johnson, Tommy Hilfiger, Sanofi-Aventis, Exelon Nuclear Energy, Coldwell banker, Allstate and St. Mary's Healthcare System for Children.

### **About Victory Marketing Group, Inc.:**

Victory Marketing Group, Inc., located in Bridgewater, N.J., is a full service Marketing, Public relations and Advertising company. They specialize in tactical strategies, which include design, writing, interactive media, photography, marketing and business management. Victory Marketing provides services to top companies in the Pharmaceutical industry, Fortune 500 corporations, New York agencies and Ivy League universities.

Victory Marketing has received numerous awards and recognitions including the prestigious "Best in Healthcare Communications Worldwide" award given by The Global Awards in 2003. They are also active in the non-profit realm lending their services to numerous human rights groups.

Located in Bridgewater, N.J. For more information please visit the Victory Marketing website at: [www.victorymarketinggroup.com](http://www.victorymarketinggroup.com) or send an email to [lyndsay@victorymarketinggroup.com](mailto:lyndsay@victorymarketinggroup.com)