



For Immediate Release

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Murmur Communications Announces Partnership with Intrascope Consulting

The partnership aims to provide clients with access to product development services.

TORONTO, CANADA (MARCH 5, 2010) – Murmur Communications is pleased to announce a new partnership with Intrascope Consulting, experts in product development for high-technology industries. The partnership joins the two companies' complementary services, with Intrascope Consulting providing front-end product development expertise, and Murmur Communications providing branding and marketing advice for emerging products.

“Many new products aren't branded effectively and I think this has a lot to do with the fact that branding and marketing isn't considered until much later on in the product development process,” says June Ip, Principal at Murmur Communications. “By then, it's often too late. Companies really have to think about their target audiences for their products right at the start, and include marketing input early on.”

The nature of the partnership will be one of referral and joint pursuit of and collaboration on projects. The partnership arrangement is effective immediately.

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About Murmur Communications

Murmur Communications helps small and medium sized organizations undergoing change to create communications strategies that suit their objectives and their budgets. The company specializes in helping emerging companies create a brand for themselves, and promote cohesive internal and external communications practices in growing companies. Based in Toronto, Canada, the company relies on the decade of experience of its Principal, June Ip, in addition to its various partners, to deliver inspired communications leadership to companies in a wide array of industry sectors.