



McDAY LLC
1420 Walnut Street
Suite 924
Philadelphia, PA 19102

215-772-3130
215-772-3109 fax
www.mc-day.com

NEWS RELEASE

PHILADELPHIA
August 7, 2006

McLaughlin & Morgan, Inc. spins off new company, McDay LLC.

McLaughlin & Morgan, Inc. shareholders announced today that it has created a separate company to serve its marketing communications clients. The new firm is McDay LLC. Natalie M. McLaughlin, President and CFO, is the majority owner of the limited liability corporation, which is women managed and run.

McDay will continue to serve the former regional and national business-to-business marketing clients of McLaughlin & Morgan, providing web development, public relations, advertising, internet marketing, and email and direct mail programs for these companies.

McLaughlin & Morgan, Inc. established by Natalie and Bill McLaughlin as a marketing firm in 1987, will continue as a business development firm only, and be managed by Bill McLaughlin. The firm works with Irish and American companies on business development issues, including launches both here and in Ireland. Services provided include government affairs, location research, strategic planning, market research, personnel development, channel partner development, and introductions to joint venture partners and investors.

Natalie McLaughlin stated that, "McDay is working toward WBENC certification for women-owned businesses, one of the most widely recognized and respected certifications in the nation. Companies preferring to contract with a qualified women-owned business, in order to meet their Federal requirements, will be delighted with McDay's professional services and capabilities."

For more information
Call or email
Natalie McLaughlin
215-772-3130
www.mc-day.com