



FOR IMMEDIATE RELEASE

## **SpringFin Chooses Milestone Marketing Associates For Creative Work**

*Milestone developed a new brochure for the technology consultancy*

SARASOTA, Florida (May 22, 2012) – Lakewood Ranch-based software development firm SpringFin recently hired Milestone Marketing Associates to write, design and produce a new corporate brochure.

“We were looking for something that really expressed the company’s identity,” said SpringFin CEO Phil Figgins. “We chose Milestone because of their deep experience with the information technology sector, and because of that experience, they were able to give us exactly what we asked for.”

“SpringFin is an established company with a track record of creative approaches to solving their clients’ problems,” said Matthew Anderson, founder and president of Sarasota’s Milestone Marketing Associates. “We felt it was critical to communicate the fact that SpringFin’s entire approach is based on recognizing and working with each client’s unique strengths and weaknesses. That’s really the core of their identity, and we developed the brochure around that.”

The brochure was designed to be compatible with the look and feel SpringFin’s existing website.

### **About Milestone Marketing Associates, Inc.**

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call 941-306-3602, email [info@milestone-marketing.com](mailto:info@milestone-marketing.com), or visit [www.milestone-marketing.com](http://www.milestone-marketing.com).

### **About SpringFin**

With offices in Bradenton, Florida and Taylor Mill, Kentucky, SpringFin has been working since 2002 to develop custom software solutions for their clients. SpringFin believes that because every client is unique, each of them deserves a unique solution designed to effectively and efficiently resolve their biggest business challenges. Contact SpringFin at 941-932-4900 or visit them on the web at [www.springfin.com](http://www.springfin.com).

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