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## **BEM Group Acquires Myers Jones Partners Marketing**

***Through Addition of Strategic Marketing Firm, BEM Group Enhances Expertise and Offering  
Stays Ahead of the Curve As Online and Offline Marketing Converge***

GREENSBORO, N.C., April 11, 2011 – [BEM Group](#), which includes [BEM Interactive](#), an industry leader in interactive design, development and marketing, and [BEM Technology](#), known for comprehensive IT services and support, announces it has acquired Myers Jones Partners Marketing.

Based in Winston-Salem, NC, Myers Jones Partners has more than 20 years of comprehensive marketing, advertising and promotional experience and is being integrated into BEM Group as part of the firm's expanded expertise and client offering.

"With the growing importance of traditional marketing's convergence with technology and interactive marketing, BEM Group's friendly joining of forces with Myers Jones Partners Marketing enables us to hit the ground running with a like-minded firm that brings comprehensive strategic marketing expertise to the table," said Malinda Pengelly, founder and president of BEM Group.

"Partnering with BEM Group means the best of both worlds for our clients," commented Neil Myers, founding partner of Myers Jones Partners Marketing. "Technology is driving new measurable and affordable marketing solutions and BEM is leading the way," added Myers who has been appointed as Director of Strategic Marketing for BEM Group.

Most recently, Surry County Community College engaged both firms to collaborate on their strategic marketing initiative to position itself as one of North Carolina's best community colleges.

### **About BEM Group**

For over 14 years, the award-winning [BEM Group](#) marketing and technical experts have enabled clients to succeed in today's increasingly technology centric business world. Our team of over 25 professionals has worked with hundreds of organizations to provide comprehensive and customized solutions while empowering clients and supporting the community.

BEM Group includes:

- [BEM Interactive](#) – award-winning interactive design and development as well as full-service marketing services.
- [BEM Technology](#) – comprehensive IT service and support.
- [BEM Education Center](#) – engaging seminars on Internet, marketing and technology topics.

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