



CITY OF BOSTON, MASSACHUSETTS

Office of the Mayor

Thomas M. Menino

PRESS RELEASE

For Immediate Release
June 1, 2009

Contact: Jessica Shumaker
617.918.4446

Mayor Menino Celebrates Mullen's Move to Boston

Ad Agency Moves Headquarters to Financial District, Brings 300 Professionals to Boston's Creative Economy

Mayor Thomas M. Menino today joined Mullen CEO Joe Grimaldi to celebrate the opening of the company's new downtown Boston headquarters. Beginning today, 300 professionals now occupy approximately 100,000 square feet in what is called The Mullen Building at 40 Broad Street in the Financial District overlooking the Rose Kennedy Greenway. The agency has more than doubled in size since 2000 and rapidly outgrown its existing space as it has expanded from traditional advertising, direct marketing and public relations services to include digital marketing, performance analytics and marketing-to-women specialty groups.

"I'm delighted to welcome Mullen and its employees to Boston and I want to thank them for recognizing the value of doing business in our city," Mayor Thomas M. Menino said. "Mullen's move places them in the heart of our downtown, steps away from the new Rose Kennedy Greenway, and in the middle of a growing cluster of ad agencies. The addition of 300 professionals to Boston's creative economy is a win for the city."

"The communications and marketing business is undergoing radical transformation and we're building an agency where creative content, media expertise and technology all seamlessly work together," said Joe Grimaldi, chief executive officer of Mullen. "Our vision for the new space is an environment that enhances collaboration between agency disciplines, innovative thinking and staying connected with consumers. We believe in revolution through evolution, and this move will enable Mullen to continue its rapid growth and transformation through work style, workforce composition and simply shocking the system."

Mullen's new space includes the top three floors (9-11) in the 40 Broad Street building with the option to expand on the 8th floor. Mullen chose 40 Broad Street because of its location in an area targeted by the city for invigoration, and because of its excellent proximity to places like the Greenway, the Boston waterfront and Faneuil Hall.

"We wanted a destination building that would bear our company name and in which our presence would be significant," noted Grimaldi. "We did not want to be a faceless company on several floors of a skyscraper."

Recognizing the fact that the creative industries sector is one of the fastest growing sectors in greater Boston, Mayor Menino launched the CreateBoston program in 2005 in order to help this sector further grow and prosper. Digital media is one of the engines that fuel the Boston-area economy as it contributes over \$1.5 billion in annual revenues to the greater Boston region with over 24,000 jobs and over 950 businesses.

Mullen's employees and friends of the agency commemorated the move to Boston in a social media project capturing an insider's perspective on the event. Content creators generated Twitter feeds, Facebook postings, Flickr photo albums and YouTube videos documenting Mullen's move experience.

Mullen first opened shop in 1970 in the Marblehead, Massachusetts, home of the agency founder, Jim Mullen. The agency has been at its present location, a manor house and 50-acre wooded estate in Wenham, Massachusetts, since 1987. The agency has built a national client base and has grown from a small creative boutique into the 22nd largest agency in the country.

###