

THREE **SIXTY**

PRESS KIT

MERGER
ANNOUNCEMENT



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PRESS RELEASE

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FOR IMMEDIATE RELEASE

360 PSG and Manzella Marketing unite to create one of the largest, most comprehensive creative agencies in Western New York.

Under the new agency brand, ThreeSixty, the merger offers clients advanced digital marketing capabilities, expanded advertising services, increased consulting depth and a broader presence across the region.

Buffalo, New York – 360 PSG, a leading provider of digital marketing and website design services in the Buffalo area, announced today that it has merged with Manzella Marketing, a full-service, strategic and creative agency, to offer more comprehensive solutions and a better overall agency experience for clients.

The merger unites two well-established agencies with complementary capabilities and similar beginnings. Both Joel Colombo with Matt Whelan, founders of 360 PSG, and Jim Manzella, founder of Manzella Marketing, started their agencies in Buffalo from the ground up. Together, the two groups form one of the largest, most-experienced agencies in the region with nearly 40 local full-time employees and combine for over 47 years in business. It also strengthens the agency’s regional presence serving seven active markets outside of Western New York and offering deeper marketing expertise within a wide spectrum of industries. ThreeSixty plans to expand into at least three additional markets in 2024.

“We couldn’t be more excited to join forces with 360 PSG,” says Jim Manzella. “We share similar beliefs and, like Manzella, 360 values integrity and ethics over profit, all while providing the highest standards in what they deliver. This merger also positions our combined organizations as a one-stop resource to help companies of all sizes improve their brands and grow their business.”

All employees from both companies have been retained through the merger with Colombo serving as chief executive officer of the newly combined agency, which operates under the ThreeSixty brand. Additional hiring is projected into 2024.

Under the leadership of Colombo, ThreeSixty is now positioned to help catapult clients to the top of their categories. “We are thrilled to bring in the white-glove consulting agency that Manzella Marketing has been known for and combine it with the digital solutions 360 has always excelled at,” says Colombo. “Uniting our teams, products, and services now allows us to serve over 700 national and regional agency accounts on every possible aspect of their marketing and communications needs.”

ThreeSixty is scheduled to move all staff into the newly renovated 9,000-square-foot office space in Tonawanda in the Fall of 2023.

ABOUT 360 PSG

Founded in 2005 and headquartered near Buffalo, NY, 360 PSG has been at the forefront of utilizing strategic consulting and advanced technology to propel businesses to their next level of success. As experts in the fields of digital marketing and lead generation, 360 PSG offers a comprehensive suite of services that includes branding and ad strategies, online advertising, website creative services and software engineering, social media management, and search engine optimization.

ABOUT MANZELLA MARKETING

Manzella Marketing is a full-service marketing communications firm with over 35 years of experience providing clients with creative strategies and innovative marketing solutions. Founded in 1987, Manzella has more than 75 clients in the financial services, healthcare, education, entertainment, hospitality, and manufacturing industries.

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LEADERSHIP BIOS



JOEL COLOMBO

CEO and Visionary

Joel's journey from a self-taught software engineer to the co-founder and CEO of 360 PSG is a testament to his unwavering commitment to entrepreneurship and his innate leadership abilities. Born and raised in Niagara County, Joel's deep-rooted connection to the Buffalo-Niagara region has always driven him to uplift the area, both economically and culturally.

Before the era when web browsers could display images, Joel was already engaged in web-programming. At the young age of 19, he ventured into the business world by opening his first retail computer store. Recognizing the potential of web software as a business, he co-founded Nexserver PSG in 2002. This endeavor eventually paved the way for the formation of 360 PSG. Under Joel's visionary leadership, 360 PSG, a full-service creative advertising agency based in Tonawanda, has crafted over 2,000 websites since its inception in 2005. Today, the company boasts a dedicated team of almost 40 full-time professionals, all working in a hybrid mode from the company's headquarters.

Joel's contributions extend beyond the confines of business. He is a graduate of the University at Buffalo CEL program, a proud member of Leadership Buffalo and has held significant positions in various organizations. As the former chair of the board at the Center for Entrepreneurial Leadership Alumni Association and the past communication chair on the board of Entrepreneur's Organization of WNY Chapter, Joel's influence is undeniable. His dedication to the community is further evident through his volunteer work on numerous councils and community programs throughout his career.

Recognized as a thought leader in web technology, Joel has been invited as a keynote speaker at various events, sharing insights on the evolution and future of digital marketing and lead generation. Joel's established core values and principles have driven 360 PSG to win the esteemed 2019 Business Ethics Award. Along with his recognition as one of the 40 Under 40 most promising individuals in Buffalo and the Emerging Business Leaders award as Entrepreneur of the Year, Joel continually inspires his team and others to strive for greatness and work collaboratively to establish Buffalo as a hub for business growth.

On a personal note, Joel is a proud father of three grown sons and shares a home with his wife near Lewiston, NY. A staunch supporter of the Buffalo-Niagara region, he is personally passionate about golf, board game design, bowling, software development, movies, and traveling.



DAN FRITZ

President and Integrator

Dan, a business graduate from UB with a passion for problem-solving, has been an instrumental figure in the success of ThreeSixty. Starting as a Project Manager in 2010, he managed over 80 concurrent website design projects, setting the stage for his subsequent climb to his current role as President/Integrator. Fritz's operational improvements increased efficiency, helped double the company's revenue, and are aimed towards reaching 25 million by 2032. Beyond his business acumen, Fritz is known for his balanced leadership style, informed by his personal interests in woodworking, gardening, and family life. With his continuous growth within the company, from Director of Operations to President, Fritz has demonstrated a relentless pursuit of excellence, vision, and dedication, consistently inspiring colleagues to strive for their best.



MATT WHELAN

Vice President of HR and Finance

Matt entered the software development business soon after graduating Magna Cum Laude from the University at Buffalo in 2003, with a Bachelor of Science degree in Computer Science. He joined Joel Colombo at Nexserver PSG, and quickly filled the role of lead programmer with the company. In 2005 he and Joel created 360 PSG. With their combined business and software acumen they've grown 360 PSG into a successful Buffalo-based company focused on quality and growing with its clients.



JOHN SIEFERT

Vice President of Marketing

John boasts an impressive 14-year tenure in the digital marketing realm and currently heads the digital marketing team at 360 PSG. A proud alumnus of Medaille College, John's deep-rooted knowledge in Search Marketing and Social Media has propelled him swiftly to a director position. Under his guidance, the department has witnessed remarkable growth. He collaborates with elite business entrepreneurs to boost their qualified leads, potentially elevating their sales by up to 30% annually. When he's not strategizing, John enjoys golf and passionately supports the Bills.



JENNY LAWRENCE STREAMS

Vice President of Operations and
Director of Creative Services

Jenny is truly a master of many trades, having over 20 years of experience in the advertising, design, production and printing arenas. At Manzella, Jenny truly fits the role of quarterback by orchestrating much of what the agency plans and delivers. From meeting with clients and overseeing projects from concept to completion, Jenny plays a crucial role in ensuring the strategy is sound, the campaigns run smoothly and all communications are timely. She also plays a major role in data management, having the ability to develop, track and analyze campaign results. Her attention to detail and ability to multi-task is unique and well appreciated by all clients. Outside of work, Jenny enjoys being the "cool mom" to her four daughters, Julia, Layla, Chloe, and Corina.



SCOTT FIERLE

Vice President of Sales

Scott, a Rochester Institute of Technology alumnus, joined Manzella Marketing in 2014 after working in digital marketing and branding with the Hearst Corporation. Prior to diving into digital, Scott spent 25 years in the commercial printing and mailing industry.

Outside of work, Scott can be found golfing, traveling or bourbon tasting. Scott's passions are following the Baltimore Orioles and Buffalo Bills. Most of all, he enjoys spending time with his family—his wife, Mimi, son, Michael, and daughter-in-law, Ellen, and daughter, Sarah.

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COMPANY HIGHLIGHTS



360 PSG HISTORY

Founded in 2005, 360 PSG has been at the forefront of utilizing strategic consulting and advanced technology to propel businesses to their next level of success. Our journey began with a strong commitment to using tech solutions and smart strategy to boost and broaden businesses, whether that meant implementing simple internal automations or crafting completely new paths for organizations. Our innovative creations, the Fission Web System and the 360 CMS, form the backbone of all our services, enabling businesses to elevate their online presence and growth.

360 PSG SERVICES

- Branding and Ad Strategies
- Digital Marketing
- Website Services
- Print Advertising
- Lead Generation Systems

360 PSG UNIQUE SELLING PROPOSITION

Technology first: Founded by programmers; the roots of the company are based on the development and aggregation of software to improve the sales and marketing growth of our clients

Conversion experts: Our client results regularly meet and very often significantly exceed the industry average conversion goals and initial expectations.

Specialist Team Model: Our team members are not simply average at all things; they specialize in their field and work together to form a single hyper-focused team of specialists on each project.



MANZELLA MARKETING HISTORY

In 1987, Jim Manzella leveraged his experience on the client side as Vice President of Direct Marketing at HSBC Bank to start MarketSource Direct—a marketing agency in Buffalo, NY that provides strategic expertise and creative marketing solutions. Through the years, we’ve grown in numbers and experience, adding talented professionals with specialized expertise in a full range of marketing media. In 2004, MarketSource Direct became Manzella Marketing to reflect the broad range of services and expertise the agency provides. Building the firm with the addition of many experienced marketing professionals, Manzella Marketing has remained true to our direct response roots and our commitment to creating effective marketing campaigns and improving ROI for every client. Today, Manzella Marketing is proud to be consistently listed as one of the top seven advertising agencies in Buffalo by Buffalo’s Business First.

MANZELLA MARKETING SERVICES

- Branding and Corporate Identity
- Website Development and SEO
- IP Targeted Advertising
- Outdoor Advertising and Signage
- Direct Mail and Data Management
- Print Collateral and Print Advertising
- Photography and Video Production
- Television and Radio Advertising
- Google Search and Display Advertising
- Social Media Management and Advertising
- Full-service Copywriting, Concepting and Design for all mediums

MANZELLA MARKETING UNIQUE SELLING PROPOSITION

Comprehensive marketing services that generate real results. Powered by a team of talented and dedicated professionals, we’re passionate about delivering creative ideas that transform your challenges into successes.

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COMPANY AWARDS

360 PSG HIGHLIGHTS

- Buffalo Niagara Business Ethics Award - Winner 2019
- Business First Fast Track 50 - 2015, 2014, 2013, 2012, 2011, and 2009
- 2013 40 Under 40 Award - Joel Colombo, President and Owner, 360 PSG
- Buffalo Business First Best Places to Work in Buffalo 2012
- 2012's Emerging Business Leaders' Entrepreneur of the Year
- Buffalo Business First Best Places to Work in Buffalo - 2011, 2010
- ECIDA's 360 PSG Designed Website Receives Certificate of Excellence in 2011
- SCORE's 2009 Buffalo Small Business of the Year Award

360 PSG OTHER AWARDS

- 2023 - Luminary Award
- 2016 - Amherst Chamber Technology Company of the year
- 2016 - Battle of the Band Grand Champion - Corporate Bands
- 2012 - Emerging Business Leaders' Best Place to Work for Young Professionals - Runner-Up
- InfoTech Niagara Techie Award Finalist - 2012, 2011
- 2011 - InfoTech Niagara Executive of the Year
- 2009 - InfoTech Niagara "BETA Star" Award
- 2008 - Amherst Chamber Technology Award
- 2008 - Erie County Recognition for the Alpha Award

MANZELLA MARKETING AWARDS

- 2015 - American Advertising Award Winner - Silver Addy - Elements of Advertising: Illustration Campaign