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FOR IMMEDIATE RELEASE:

Shakespeare Squared and Infinamic Announce Partnership

GLENVIEW, IL (July 22, 2009) – Shakespeare Squared is pleased to announce a joint venture with Infinamic named Infinitely Squared. In effort to offer a combined strategy, Shakespeare Squared hopes to create a new standard for performance-based marketing with premium quality content for Infinamic’s services. Envisioning this partnership, product management consultant David Radzialowski brought the companies together in hopes of forging an effective and strategic relationship.

"In our attempts to launch a business-centric strategic content product offering at Shakespeare Squared, we found that businesses had a hard time understanding the value of quality content. My focus became finding early adopters in the Web 2.0 space that already knew how to use content effectively, so that we could partner with them. I could see right away that Infinamic was talented at leveraging high-quality content and that this was going to be a game-changing partnership," said David Radzialowski

Shakespeare Squared will provide premium content on a wide range of topics, bringing their high educational standards to the new performance marketing partnership.

"Shakespeare Squared has firmly believed high quality content makes all the difference on the web. We are excited to join Infinamic in a joint venture focused on offering companies in all sectors the opportunity to grow their business through combining strategic web content and savvy marketing strategies," said Kim Kleeman, President and CEO of Shakespeare Squared (www.ShakespeareSquared.com).

"Infinamic’s primary growth mechanism has been the use of strategic partnerships to create synergies with our existing marketing services. From the outset of our initial meeting, it was readily apparent to me that Shakespeare Squared was a firm that we needed to partner with. We are pleased to team up with a group of such high caliber and look forward to a successful relationship," said Jonathan Kolanowski, CEO of Infinamic, Inc (www.infinamic.com).

With both companies’ commitment to excellence, Shakespeare Squared and Infinamic seek to set a new standard of performance marketing strategy through the use of innovative marketing and premium content.

ABOUT SHAKESPEARE SQUARED

Co-founded in 2003 by former educator Kim Kleeman, **Shakespeare Squared** specializes in PreK–12 educational materials and customizes teams of staff editors and freelancers from its network of 500 educators and professionals with extensive education experience. The company delivers excellence to publishers by engineering innovative product development through proven editorial and production expertise.

ABOUT INFINAMIC

Infinamic, Inc. is a performance marketing firm founded in 2001 by Jonathan Kolanowski and Andrew Perkins that provides companies with the ability to reduce risk and uncertainty in the budgeting process by allowing them to set fixed customer and client acquisition costs. Through its core values of integrity, innovation and leading edge understanding of technology, **Infinamic** successfully differentiates itself from the competition.

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