

CustomXM Wins Arkansas Business 2009 Business of the Year Award (Category 1)

LITTLE ROCK, Ark., Feb. 26 (SEND2PRESS NEWSWIRE) – CustomXM, a Central Arkansas marketing services provider, was the winner of the 2009 Arkansas Business of the Year award in Category 1 (businesses with 25 or fewer employees) at the annual event at the Statehouse Convention Center in Little Rock on Wednesday, Feb. 24, 2010. The event was well attended and supported by the statewide business community.

Arkansas Business produces the annual business awards to honor outstanding companies and non-profits around the state who have excelled and prospered in the previous year. A panel of judges from different disciplines chooses a winner in three business categories based on company size. They also honor a non-profit organization and choose an “executive of the year.”

CustomXM is a family-owned business started in 1966 by Ira and Mary Strack and now run by their son Paul Strack. CustomXM began as a traditional commercial printing concern and has, over the last few years, retooled and rebranded themselves as a provider of cross-media, interactive marketing solutions, as well as a traditional print provider.

“This award is the culmination of the 44 years of work and dedication that my parents have invested in our company and of the work of our most valuable asset: our employees. To receive this level of recognition is also an affirmation of the rebranding and repositioning we embarked upon in the last 5 years. We are also honored to be included in this category with the other fine companies, Fischer Honey, Sells Agency, Legacy Capital Group and Tobi Fairley Interior Designs. We wish them the very best in the future as well,” said Paul Strack, President, CustomXM.

To learn more about CustomXM, visit the website at www.customxm.com.

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