

# *NEWS RELEASE*



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## **INGERSOLL RAND AIR SOLUTIONS TAPS THE SIMON GROUP FOR VARIETY OF MARCOM PROJECTS**

**Sellersville, PA, May 2006** – - Ingersoll Rand, a leading diversified industrial company, has selected The Simon Group, an award-winning full service business-to-business marcom agency specializing in high tech and industrial accounts, to provide creative and PR services to its Air Solutions Business Unit for a variety of marketing communications assignments.

The Simon Group is furnishing creative concepts and designs for projects ranging from presentations and sales literature to computer program interfaces and product labels. In addition, the agency anticipates providing public relations services in support of selected products and trade shows to further strengthen Ingersoll Rand's position within its target markets.

One of the major business units of Ingersoll Rand's Industrial Technologies Sector, Air Solutions is headquartered in Davidson, NC. It manufactures equipment and provides services and integrated solutions for compressed air system customers across a wide range of industries throughout the world. For more information on Ingersoll Rand Air Solutions, visit the Ingersoll Rand web site at [www.air.irco.com](http://www.air.irco.com).

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Founded in 1986, The Simon Group, Inc. is an award-winning, full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit [www.simongroup.com](http://www.simongroup.com).

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