



Pursuant Group Hires New Agency President

Dallas, TX November 18, 2009 – Trent Ricker, former Convio Vice President of Account Services, joins Pursuant Group as President of Pursuant Agency.

Trent is a career veteran in advertising and marketing with focused expertise in interactive media and nonprofit consulting. Before joining his previous employer, Convio in 2005, Trent led a national interactive agency. Hired as a consultant, Trent helped build Convio's client consulting program and recently served as Vice President of Account Services before joining Pursuant Group.

Pursuant Agency is part of the Pursuant Group of fundraising consulting companies, founded in 2001 by CEO, Matt Frazier. Originating as an agency built to serve the online fundraising need of nonprofits, today Pursuant Group continues to be a leading voice in promoting innovative approaches to fundraising best practices. In 2009, Pursuant Group acquired Ketchum and RSI and is now the premier integrated fundraising firm serving the entire donor spectrum across all communication channels.

Ricker is excited to return to his consultative roots and lead Pursuant Agency's innovative approach to fundraising through rich media and the online channel. When asked, he said his decision to move to Pursuant Group was greatly due to "Matt's passionate and disruptive vision to serve nonprofits." Ricker continues "the creativity in the agency is best-in-class and I'm very enthusiastic about applying sound consulting on top of innovative creative to achieve great results for our nonprofit clients."

Ricker's enthusiasm is for serving clients first and supporting that service with a strong foundation in technology. Frazier adds, "I'm excited about having Trent join Pursuant with his understanding of how to leverage technology while putting the focus on the client and results. Software is becoming more of a commodity and the real value in serving clients is in proving consultative leadership and partnerships."

Pursuant Agency remains an innovator in progressive and interactive marketing and direct response expertise. Ricker will join as the President of the Agency and help to expand the impact of this "exciting voice in the nonprofit services field."

Trent, along with his wife Jana and daughters Jordan and Hadley have relocated from Austin, TX to join Pursuant Group at its corporate office in Dallas, TX.

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