



**Arnold Communications Selected As  
Innovative Purple Cow Catalyst by Seth Godin**

***Only New Hampshire Based Marketing Communications Firm  
To be Named in Best-selling Author's New Book***

**May 10, 2004, Hampton, NH** – Arnold Communications, a full-service marketing communications and public relations firm exclusively for small business, today announced that they were the only New Hampshire based marketing communications firm to be selected to be part of Seth Godin's new *2004 Bull Market Directory*. Authored by entrepreneur and author of the best-selling book *Purple Cow*, *Bull Market* is a resource for connecting organizations with some of the world's most creative thinkers, which is expected to reach more than one million people. Godin's *Unleashing the IdeaVirus* was the most downloaded e-book in history.

"Arnold Communications has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively," said Godin. "Smart companies realize that they can create Purple Cows faster with a bull such as Arnold Communications."

In *Purple Cow*, Godin argued that the only effective marketing strategy is to build innovation into a product or service from inception, ultimately creating a *Purple Cow* to stand out among a marketplace of traditional brown cows. The *2004 Bull Market Directory* is the next step for Godin in questioning traditionally accepted corporate strategies and inspiring business success by uniquely communicating his vision and expertise.

"To be included in the *2004 Bull Market Directory* and receive recognition from a respected thought leader such as Seth Godin, validates our commitment to providing innovative and guerrilla-focused marketing communications and public relations services to our small business clients. More than any other type of company, small businesses need to be innovative to get ahead in today's competitive marketplace and we help them accomplish that," said Carol Arnold, President & CEO of Arnold Communications.

For more information on Seth Godin or to receive a copy of the *2004 Bull Market Directory*, co-sponsored by *Fast Company* magazine, visit [www.sethgodin.com/bullmarket](http://www.sethgodin.com/bullmarket). For more information on Arnold Communications, visit [www.arnoldcomm.com](http://www.arnoldcomm.com).

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Arnold Communications

Headquartered in Hampton, NH with clients throughout the U.S., Arnold Communications is a full-service marketing communications and public relations firm, which provides innovative and guerrilla-focused services exclusively to small businesses. Their demand-generating services have cost-effectively increased the sales and awareness of companies in the technology, retail, health/medical, media, non-profit and business and consumer services sectors. For more information visit [www.arnoldcomm.com](http://www.arnoldcomm.com) or call (877) 718-4604.