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**Infusion Direct Marketing Announces Expansion in New Year;
Launches New Media Business - Fusion Media Marketing**

Leading NY public relations and marketing firm opens new business to better serve its clients in the security industry and offers media planning and placement services.

Hauppauge, NY – December 5, 2017 - [Infusion Direct Marketing](#), a public relations firm specializing in the security industry, today announced that it will be kicking off the new year with the launch of its new business Fusion Media Marketing, Inc. which will be focused on buying media for clients. Over the past ten years, Infusion Direct has made a huge impact on the security industry by servicing a wide variety of clients ranging from high profile security manufacturers to system integrators. Infusion Direct opened the door to creating quality content for clients which includes press releases, byline articles, case studies, and white papers. In addition, the company offers media planning & outreach, and delivers the best possible media rates and programs to its clients.

As of January 1st, Infusion Direct will continue to handle public relations services; while all media buying functions will be handled under the new business unit - Fusion Media Marketing. *“We were looking to separate our services under two different umbrellas to keep things streamlined for our clients. In the new year, Fusion Media will be focused on media buying and getting the best possible rates for our clients. We look forward to offering additional marketing services in the future and continue to use our industry expertise to grow both on a regional and national level,”* states Monique Merhige, Infusion Direct & Fusion Media’s President.

“We are proud to represent Infusion Direct and now Fusion Media in the security industry and confident that this new business venture will bring additional value to its clients,” states Adam Messina, President at [ThinkReps LLC](#). Both companies are infused with a smarter approach to marketing and offers unparalleled industry expertise that has helped clients transform their public relations efforts into actionable, measurable results. For further information on Infusion Direct, please visit www.infusiondirect.com or call 772-345-8728.

About Infusion Direct Marketing & Advertising, Inc.

Infusion Direct Marketing & Advertising, Inc. is a marketing/public relations consultancy firm specializing in the security industry. For over ten years, Infusion has worked with security companies to increase brand awareness and create demand with targeted public relations and strategic marketing programs. The company works with high profile security manufacturers and integrators such as Hanwha Techwin America, ISONAS, Idesco Corp, IPVideo Corp, & A+ Technology & Security Solutions. Infusion Direct continues to raise the bar on quality content creation, public relations, and media planning services. For further information, please visit www.infusiondirect.com or call 631-846-1558.

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