

## Press Release

FOR IMMEDIATE RELEASE  
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### Leading Third-Party Logistics Services Firm Select Wavelength

#### *The Jay Group Chooses Wavelength As Strategic Partner*

LANCASTER, PA –[Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), has been chosen by Lancaster-based the Jay Group as a strategic marketing partner.

The Jay Group is a third-party logistics company providing end-to-end, services including fulfillment, contact center, contract packaging, and supply chain management.

Wavelength's Jody Jacobs will serve as an adjunct and consultant to the Jay Group as the company embarks on its formal strategic planning process. In that role, Jacobs will facilitate strategic sessions, and provide strategic recommendations in collaboration with the Jay Group's marketing department. When the strategic planning process has concluded, Wavelength will serve as an extension of the Jay Group's marketing department by providing its complete agency implementation services.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit [www.wavelengthb2b.com](http://www.wavelengthb2b.com).