



Columbia Tech Recognized for Exponential Sales Growth

WORCESTER, MASS – October 31, 2012 - Columbia Tech is a leading manufacturer of large capital equipment, printed circuit board assemblies, and electronic contract manufacturing services. Columbia Tech is also a leader in product engineering, and design for manufacturing. Since 2009, in a time when many businesses were struggling, Coghlin Companies have grown sales by 281%, and doubled their workforce to over 300 employees. This incredible growth has earned Coghlin Companies the distinction of the number one spot on Worcester Business Journal's Top Growth List of Private Companies for 2011. Three main factors responsible for this exponential growth are its diverse customer base, the work of caring and talented associates, and a strong web and global presence.

Chris Coghlin, CEO of Columbia Tech/Coghlin Companies discusses the reasons for the company's growth, "For us, it's all about capturing good, qualified customers with a steady stream of innovation," referring to the company's goals. He continues to describe that once the leads and orders come in, another important factor is "being able to execute their orders quickly as demand rises for their product."

Columbia Tech has been able to reach growing markets through their strong web presence and its referable reputation with its customers. An improved web presence was achieved by employing Applied Interactive, a strategic web marketing company. Applied Interactive assisted Columbia Tech by revamping their website, improving their search engine optimization, and rebuilding their online brand and image. Applied Interactive worked closely with Columbia Tech and the Coghlin Companies to build an image more closely aligned with the companies' mission. Strategic web marketing increased website visits from about 200 per month in 2009 to about 5,000 today.

About Applied Interactive

Applied Interactive is a strategic web marketing firm specializing in managed lead generation. Managed lead generation is the highest return marketing spend available. Applied Interactive has been getting clients found on the web since 1996.

About Coghlin Companies

Coghlin Companies, Inc. is a privately held company specializing in helping companies cost effectively improve their time-to-market. Based in Worcester, Massachusetts, Coghlin Companies spans four generations representing more than 126 years of manufacturing

experience and leadership. Subsidiaries include: Columbia Tech, which provides turnkey manufacturing services to a diverse customer base, including OEMs in the bio-science, semiconductor, LED, medical device, green energy technology, data storage, and automation systems and controls industries; DCI Engineering, an engineering design and pre-production support services company; and Cogmedix, an FDA compliant and ISO 13485 certified medical subassembly and finished medical device contract manufacturer. For more information, please visit www.coghlincompanies.com or sign up for the Coghlin Companies e-Newsletter at <http://coghlincompanies.com/newsletter-signup.php>