



## News Release

For Immediate Release

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### **McClure Company Harnesses Social Media Marketing to Engage Clients and Energy Enthusiasts on Its New Energy Blog *The M Files* and on Twitter**

HARRISBURG, PA (October 7, 2009) — McClure Company, a mechanical contracting and energy services firm headquartered in Harrisburg, announced today a new addition to the blogosphere: *The M Files*—at <http://blog.mcclureco.com>. Authored by Dan Kerr, a professional engineer, Ironman athlete, and McClure Company’s director of energy services, the blog will deliver pithy insights and viewpoints on the business of energy, mechanical contracting, construction services, and building design. From a personal perspective, Kerr will also talk about training and competing in Ironman contests and share family experiences.

“*The M Files* is a venue to share slightly countercultural views of energy, sustainability, and the construction industry,” said Kerr. “It will feature information sharing and candid public dialogue designed to discern energy fact from fiction. It’s our invitation to energy practitioners, enthusiasts, experts, and customers to engage in conversation on this critical topic. I look forward to hearing others’ energy experiences and insights as well.”

“Last year McClure Company conducted a customer seminar titled, ‘The M Files: The Truth Is in Here.’ The session kicked off an energy discussion on industry-wide topics including LEED ratings, energy performance goals, building design, and green practices. Dan’s blog aims to keep that energy conversation alive,” said Thomas F. (Chip) Brown, Jr., president of McClure Company and professional engineer.

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Scheduled to post at least twice per month, *The M Files* will also feature guest bloggers, including McClure Company President Chip Brown and Marketing Coordinator Lynn Desantis.

In addition to <http://blog.mcclureco.com>, *The M Files* can be accessed on McClure Company's Web site at <http://energysolutions.mcclureco.com>, and through Dan Kerr's Twitter account, @RunOnEnergy.

McClure Company, a PPL Energy Services subsidiary, is a 240-employee mechanical, construction, and energy services firm headquartered in Harrisburg and with offices in State College, Williamsport, and Wilkes-Barre. The company is a 2009 winner of PA Best Places to Work. Founded in 1953, McClure Company continues to represent the gold standard of the energy industry because of its company principles, client satisfaction, and unmatched employee DNA.

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