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PowerMark Adds Tech Media Veteran as Senior Vice President of Global Client Services

Kevin Strehlo joins growing marketing firm to drive global business

San Juan Capistrano, Calif., July 14, 2008 - PowerMark, Orange County's premier full-service marketing and public relations company focused exclusively on technology clients, announced that Kevin Strehlo has joined as Senior Vice President of Global Client Services. In his new role, Strehlo will: pursue new enterprise clients to catapult the agency forward, provide seasoned counsel to PowerMark's existing clients, and oversee the activities of PowerMark's talented team of experts. Strehlo, most recently Vice President of Marketing at Comunicado, brings more than twelve years of marketing experience and seventeen years of technology media experience to PowerMark. He will report to Colleen Edwards, founder and president of PowerMark

"Kevin was made for this role. He's a proven marketing innovator, he has a passion for technology unlike anyone I've ever met, and he's extremely motivated to help PowerMark fulfill its potential of becoming the number one technology marketing brand globally," said Edwards. The addition of Strehlo to PowerMark's executive team fuels the momentum the company is experiencing. In June, PowerMark signed five new growth-focused technology companies, including three Fortune 500 companies, marking a record-breaking month for the company.

Strehlo brings a wealth of marketing expertise to the PowerMark team and an extensive technology media background that will be instrumental in helping clients optimize their marketing and public relations performance. Prior to his recent role at Comunicado, Strehlo helped create market value for Integrien Corporation, where he was Vice President of Marketing. Previously, he was Director of Communications at Hitachi Data Systems. Before moving to corporate roles, Strehlo built an impressive career as an award-winning publisher and editor in high-tech journalism, acting as Executive Editor at *Infoworld* and Bureau Chief at *PC Week* as well as founding Editor of publications that pioneered markets for client server computing and web-based application development, among other high profile journalistic roles.

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, was established in 2005 by high performance software marketing veterans. PowerMark consistently delivers fresh ideas and exceptional results, bringing competitive firepower and market distinction to all of its clients. PowerMark clients include leading start-up and global companies including: BasePoint Analytics, Cardiogenesis, IBM, and Symantec. For more information, please visit www.thepowermarkgroup.com.

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