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MEDIA CONTACT:

Ashley Johnson
(949) 481-4100
ajohnson@thepowermarkgroup.com

PowerMark Grows Senior Management Team
Kevin Tomczak Promoted to Drive Agency's Marketing Division

San Juan Capistrano, Calif., October 9, 2007- PowerMark, Orange County's premier full-service marketing and public relations company focused exclusively on technology clients, announced it has promoted Kevin Tomczak to Senior Director, Marketing Division. In his new role, Tomczak will be responsible for growing the company's marketing division while continuing to deliver exceptional results for PowerMark's clients including IBM, Sendio, Comunicado, Cardiogenesis, BasePoint Analytics, and McAfee.

"Kevin has been a valued player on the PowerMark team since joining us in January 2007. His exceptional project management skills, advanced technical expertise and strong character are the basis for his promotion to this key leadership position," said Colleen Edwards, president of PowerMark.

Tomczak brings more than 10 years of experience to the PowerMark team and a passion for helping clients improve business performance through strategic marketing. He currently serves on the board of the Business Marketing Association – Southern California Chapter.

Prior to joining PowerMark, Tomczak helped The Walt Disney Company with a variety of strategic initiatives, including rolling out a custom, web-based performance management system enterprise-wide. Previously, he served as APT, Inc.'s product expert for a suite of web-based HR products, and consulted with various clients on identifying strategic initiatives to help successfully increase shareholder value. Tomczak earned his MBA from Pepperdine University and completed global business studies at IESE University in Barcelona, Spain.

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, is the region's only full-service marketing and public relations company that targets technology companies exclusively. 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, Comunicado, IBM, Sendio and Telelogic. For more information, please visit www.thepowermarkgroup.com.

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