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**PowerMark Earns Platinum, Gold MarCom Awards**

*Agency acknowledged among industry's best*

**SAN JUAN CAPISTRANO, Calif.— November 16 , 2007** – PowerMark, Orange County's only full-service marketing and public relations agency focused exclusively on technology companies, announced it has won Platinum and Gold recognition by the MarCom Awards, an international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. There were over 5,000 entries from throughout the United States and several foreign countries in the 2007 competition.

PowerMark earned a Platinum Award in the external communications category for the IBM Innovation Awards program. The customer awards program was created for FileNet, which was acquired by IBM last year. In 2007, PowerMark helped IBM roll the program out in conjunction with the IBM Information on Demand Conference held in Las Vegas last month.

PowerMark also took home the Gold for its July 2007 PowerUp Podcast with George Kurtz. PowerMark's PowerUp Podcast series is designed to provide value-add to PowerMark clients and the technology marketing community in general, thereby strengthening PowerMark's brand as "experts in technology marketing" and ensuring PowerMark stays top of mind within its target audience. PowerUp Podcasts offer listeners:

- Insight from technology industry leaders and legends
- Timely industry news
- Tips on how to achieve success in the technology industry

"Winning these top honors validates PowerMark's position as a leading young agency that can effectively compete against large global agencies," said Colleen Edwards, president and CEO of PowerMark. "I'd put the PowerMark team up against the best large agencies any time. We play to win for every client every time."

PowerMark also garnered Honorable Mention recognition for its work on the Communicado media kit and the Orange County Venture Group (OCVG) public relations program.

For more information on the MarCom Awards visit: [www.marcomawards.com](http://www.marcomawards.com). To listen to the PowerUp Podcast and to view additional samples of PowerMark work visit: [www.thepowermarkgroup.com](http://www.thepowermarkgroup.com).

**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 enterprise 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, Communicado, IBM, McAfee, Sendio and Telelogic. For more information,

please visit [www.thepowermarkgroup.com](http://www.thepowermarkgroup.com).

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