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Media Contact:

Colleen Edwards

949.481.4100

cedwards@thepowermarkgroup.com

POWERMARK Launches PowerUp Podcast Series Showcasing Tech Leaders & Legends

Turnaround Expert Michael J. Simmons Is Web Radio Show's First Featured Guest

SAN JUAN CAPISTRANO, Calif. – March 13, 2007 – POWERMARK™, an award-winning Orange County technology marketing and public relations agency, today launched PowerUp™ Podcasts. The audiocasts, set in radio interview format, are intended to help inform technology business and marketing professionals by showcasing the experiences of highly regarded technology leaders and legendary winners. POWERMARK's first guest expert is Michael Simmons, a serially successful CEO who has led turnarounds for underperforming software companies, including ADERANT, IPNet Solutions, and PowerCerv. The PowerUp Podcast interviews can be accessed on-line at www.thepowermarkgroup.com/powerup.html.

According to Colleen Edwards, POWERMARK's president and the host of PowerUp Podcasts, "The technology industry is highly competitive, moving at a much faster pace than most other industries. Because of this, tech company executives need every advantage they can get. We launched PowerUp Podcasts to deliver fresh perspective and expert counsel right to the desktops of our valued clients, enabling them to listen in whenever it's most convenient to them."

New PowerUp Podcasts will be available monthly. Future guests include: Ted Smith, founder and former CEO of FileNet (acquired by IBM in 2006), George Kurtz, founder and former CEO of Foundstone (acquired by McAfee in 2004), and Mark Nielsen, Tech Coast Angel, past chairman of AeA's Orange County Council, and wireless turnaround expert. Interested parties can listen to the free 20-minute interviews directly on their computer or download the audio files to any mp3 player for later listening.

About The POWERMARK Group

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, the fast-

growing organization brings some of the area's most seasoned experts together to help companies increase awareness and drive high value sales leads. POWERMARK clients include leading start-up and global companies including: FileNet/IBM, Quest Software, Telelogic, McAfee, Pacific Select Group, BEA, BasePoint Analytics and Cardiogenesis. For more information, please visit www.thepowermarkgroup.com.

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