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PowerMark Signs Cerius Interim Executive Solutions

US category leader taps local marketing and PR firm for its thought leadership expertise

SAN JUAN CAPISTRANO, Calif. – June 25, 2009 - PowerMark, Southern California's premier full-service marketing and public relations firms, today announced it has been selected by Aliso Viejo-based Cerius Interim Executive Solutions for ongoing expert public relations services. PowerMark will develop and execute Cerius Interim's thought leadership campaign, ensuring the company's small- to medium-sized business targets understand the competitive advantage they can gain by employing interim executives, especially during recessionary times.

"The practice of using interim executives to solve business problems and accelerate the growth of a company originated in the UK and spread rapidly throughout Europe," said Pamela Wasley, CEO and president of Cerius Interim Executive Solutions. "Cerius Interim pioneered this proven practice in California nearly four years ago and is now the leading provider of interim executive solutions in the US. Our challenge is that many small and mid-sized businesses who can benefit from this type of business solution still don't know about us. We chose PowerMark because they have a proven ability to help companies raise their awareness in the marketplace."

An interim executive is a highly experienced professional who can be retained to serve in a company for a specific period of time when key skills are missing from the executive management team. Sudden resignations or a gap in skills as a company expands, enters a new market, explores new business models or requires a new area of expertise can stall a company's progress. Engaging interim executives such as interim CEOs, CMOs, Sales executives, CFOs and other key executives can help ensure growth is optimized at critical junctures, and they don't add unnecessary permanent overhead.

"Small and mid-sized business leaders are the change agents of our economy because they are the first to identify and try new solutions. The use of interim executives is fast becoming a mainstream business strategy because it works, plain and simple," said Colleen Edwards, president of PowerMark. "In helping tell the Cerius story, we'll not only help our client build brand awareness, but we'll help hundreds if not thousands of small and mid-sized businesses become aware of an innovative solution that could have a significant favorable impact on their business."

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. Other PowerMark clients include leading start-up and global companies such as: BasePoint Analytics, Cardiogenesis, IBM, and Symantec. For more information, please visit www.thepowermarkgroup.com.

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