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**MEDIA CONTACT:**

Ashley Johnson  
949.481.4100  
ajohnson@thepowermarkgroup.com

**PowerMark Selected as Orange County Venture Group's Marketing Partner**

*Agency to promote OCVG's agenda of growing Venture Capital in Orange County*

**SAN JUAN CAPISTRANO, Calif.—Aug. 31, 2007—** PowerMark, a leading marketing and public relations firm, today announced it was selected as the marketing partner for Orange County Venture Group (OCVG), a volunteer-driven community networking organization focused on venture capital activities in Orange County. PowerMark's experts will work with OCVG's Board of Directors to increase awareness of the organization and to help the group become an increasingly vital force in the venture capital community.

"Popular television dramas depict Orange County, with its world-renowned amusement parks, professional sports teams and stunning beaches, as a playground for the glamorous and the wealthy," said Colleen Edwards, president of PowerMark. "Our work with OCVG centers on promoting the serious side of Orange County, where entrepreneurs and venture capital opportunities abound."

"PowerMark is a dynamic OC-based firm that possesses the same entrepreneurial spirit and drive for success as our members", said Dan Bassett, board president of Orange County Venture Group. "Colleen is a well-respected marketing expert within Orange County and her proven track record with many venture-funded companies makes her award-winning firm the ideal partner for promoting our efforts within the community."

OCVG hosts 10 monthly breakfasts each year which feature a speaker or panel of speakers drawn from the community and around the nation. The topics are focused on the venture capital industry and are intended to be both informative and inspiring. More information about OCVG can be found at [www.ocvg.com](http://www.ocvg.com).

The group also hosts several special events throughout the year, including 'VC in the OC,' a half-day annual conference founded by OCVG in 2004 and now hosted in partnership with OCTANe at UCI. This premier venture capital industry gathering will take place September 12 at the Balboa Bay Club in Newport Beach. More information about the exclusive event is available at [www.vcintheoc.com](http://www.vcintheoc.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 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](http://www.thepowermarkgroup.com).

### **About Orange County Venture Group**

The Orange County Venture Group is a volunteer-driven community networking organization focused on venture capital activities in Orange County, California. Our Board of Directors is comprised of venture capitalists and other local business leaders that help support venture-backed entrepreneurs. Our programming consists of educational events, networking events, and other "special events" tailored to both entrepreneurs and VC's. OCVG activities offer truly unique opportunities to learn more about the venture capital process and expand your network of business contacts. Venture capital sponsors include Okapi Venture Capital, Palomar Ventures, InnoCal Venture Capital, Mission Ventures, Ventana Capital, SAIL Venture Capital, and Miramar Venture Partners. For more information, please visit [www.ocvg.com](http://www.ocvg.com).

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