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PowerMark Gives Online Marketing New Life with Video PowerBites

Marketing firm launches new service to help clients tell their stories through Website video

San Juan Capistrano, Calif., March 30, 2009 - [PowerMark](#), Southern California's premier full-service marketing and public relations company, announced today the launch of its new PowerBites™ service, designed to help companies bring their stories and products to life in an instant through video.

PowerBites are brief, refreshing video stories designed to cut through the dry, static and often overwhelming amount of information on a company's website. These one-minute, high impact videos can be placed on a homepage or a product or service page, enabling companies to communicate to prospects what they do, how they do it, and how they differ from their competitors in a lively way. It's a simple way for prospects to qualify themselves, and determine whether a company is in line with their needs.

According to eMarketer, "Today, a huge online video market is developing, with the US audience expected to grow to 190 million people by 2012, 88% of the Internet user population."

"There's a reason YouTube is wildly popular," said Colleen Edwards, UCI marketing instructor and PowerMark's president. "Video a more personal communication vehicle that engages more senses to bring a message to life. PowerBites makes it easy for marketing professionals to tell their company and product stories on the Web.

The PowerBites starter program consists of:

- Expert crew at client's site for one day
 - Professional camera
 - Lights
 - Producer/Director
- Three high-end, professional PowerBites segments
 - 1-2 minute edited video segments
 - Up to 5 titles
 - Up to 5 graphics
 - Music
 - Delivered ready for Web use
- Optional extras
 - Additional PowerBites segments
 - Teleprompter
 - Actors/Talent/Voiceover

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, is a full-service marketing and public relations company. 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, including global leaders like IBM and Symantec, government agencies, and small and mid-sized companies. For more information, please visit www.thepowermarkgroup.com.

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