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PowerMark Promotes Tomczak to Vice President

Online marketing expert focuses on bringing fresh solutions to global technology enterprises

San Juan Capistrano, Calif., October 20, 2008 - PowerMark, Southern California's premier full-service marketing and public relations company focused exclusively on technology clients, announced it has promoted Kevin Tomczak to Vice President. In his new role, Tomczak will continue to focus on growing the company's marketing division while bringing new, breakout solutions to PowerMark's clients including IBM, Symantec, iinnLight Technologies, and BasePoint Analytics.

"Kevin has demonstrated superior performance across the board – including providing strategic client guidance, managing teams, contributing in cross-functional areas, and creating and executing award-winning campaigns," said Colleen Edwards, president of PowerMark. "In his new role, Kevin will focus on growing the team with experts to deliver the same standout results PowerMark clients deserve and have come to expect."

Less than a year after his promotion to Senior Director, Marketing Division, Tomczak's ability to bring great success to PowerMark's marketing division with impressive speed led to his new role within the company. Tomczak brings more than 12 years of experience to the PowerMark team and a passion for helping clients improve business performance through strategic marketing. He is also a former director of the Business Marketing Association – Southern California Chapter.

Prior to joining PowerMark, Tomczak was with The Walt Disney Company, where he assisted the Corporate segment on a variety of strategic initiatives, including rolling out a custom, web-based performance management system to 44,000 employees enterprise-wide. Previously, he served as APT, Inc.'s product expert for a suite of web-based HR products, and consulted with various clients on identifying strategic initiatives to help successfully increase shareholder value. Tomczak earned his MBA from Pepperdine University and completed global business studies at IESE University in Barcelona, Spain.

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, is a 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. For more information, please visit www.thepowermarkgroup.com.

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