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PowerMark Adds iinnLight to its Fast-Growing Technology Client Roster

Award-winning marketing firm guides launch of energizing light therapy system that will be a mainstay of the \$1 trillion wellness market

SAN JUAN CAPISTRANO, Calif. – September 3, 2008 – PowerMark, an award-winning full-service marketing and public relations agency focused exclusively on technology companies, today announced it has partnered with iinnLight Technologies, Inc., the emerging leader in optimizing light to transform and energize lives by delivering the world's first Molecular Massage™. PowerMark is providing expert marketing and public relations services to establish the patented iinnLight Pro™ as a premier brand in all types of spas, and to ensure Molecular Massage becomes a mainstay offering as a desire for increased health and wellness sweeps the globe.

"We selected PowerMark based on the team, and they did an outstanding job evaluating our image and needs as well as those of our spa customer," commented Kathleen Buchanan, chief executive officer, iinnLight. "PowerMark put iinnLight on the map: they refined our core message and brand, created a new look, feel and architecture to our Web site, initiated relationships with influential spas, and executed a powerful public relations campaign which has resulted in opportunities with Martha Stewart and Rachael Ray."

"iinnLight offers a proven technology, LED light therapy, to spas at a time when demand for new, non-invasive wellness treatments are at an all-time high," said Colleen Edwards, president of PowerMark. "The company is very well positioned to light up the trillion dollar wellness market and achieve substantial market success."

In just eight weeks, PowerMark helped develop all of iinnLight's brand components leveraging the agency's proven PowerLaunch™ process, and paving the way for a powerful launch into the wellness market.

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

About iinnLight

iinnLight provides patented energizing light therapy technology that enables spas to powerfully contribute to the wellness revolution and seamlessly increase profits by delivering the world's first Molecular Massage™. iinnLight's safe and non-invasive light treatments pave the way to the benefits most important to today's busy individual: stress relief, beauty, restfulness and healthy aging. iinnLight is headquartered in Laguna Beach, Calif. For more information, visit <http://www.iinnlighttherapy.com> or call 949-340-1695.

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