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PowerMark Taps Crystal Burckle to Direct Operations

Premier So Cal marketing firm experiences growth despite recession

SAN JUAN CAPISTRANO, Calif. – July 13, 2009 - PowerMark[®], Southern California's premier full-service marketing and public relations firm, today announced it has appointed Crystal Burckle as director, Business and Account Operations. Burckle's appointment stems from the significant revenue growth PowerMark experienced Q2'09, and the continued growth forecasted for 2H'09. Burckle will report directly to Colleen Edwards, PowerMark's president.

"As a marketing services business, flawless business and account operations are critical to PowerMark and our clients' success," said Edwards. "Crystal has a 20-year history of effectively managing complex projects and diverse teams and we're delighted to have her on board. As PowerMark continues to grow, Crystal will professionally expand our infrastructure and team of experts, ensuring world-class service and delivery with every engagement."

Prior to joining PowerMark, Crystal was a key project manager at Standard Pacific Homes in Irvine, where she was employed for 20 years. There, she had responsibility for project schedules, product design, market research and consultant team coordination. She was honored with both Employee of the Year and Project of the Year Awards in recent years. In addition to her previous positions with Nexus Development and National Pen, Crystal was certified in Graphic Arts at Platt College, San Diego School of Design.

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, was established in 2005 by high performance enterprise 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 such as BasePoint Analytics, IBM, iinnLight Technologies, and Symantec. For more information, please visit www.thepowermarkgroup.com.

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