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PowerMark Selected by Kofax to Bring Customer Wins to Life

Established Orange County technology firm taps local technology marketing experts to energize case study program

SAN JUAN CAPISTRANO, Calif. – April 12, 2010 - PowerMark®, Southern California's premier full-service technology marketing and public relations firm, today announced it has been selected by Kofax to energize and execute its customer case study program. Kofax is a leading provider of document driven business process automation solutions. PowerMark will launch a case study program that will aid Kofax in driving new sales by telling the real-world stories of how Kofax solutions have helped other organizations reduce costs, communicate better, operate more efficiently, and improve profitability.

"As Kofax continues to build solid momentum with our hybrid go-to-market strategy, we are focused on enabling the direct sales and partner channels with the best possible marketing and sales tools," said Martyn Christian, Chief Marketing Officer of Kofax. "Fast and agile marketing execution is a key enabler of our overall vision, which is why we selected PowerMark for this high-value engagement. PowerMark is well-known for its spot-on processes and fast, high quality delivery."

The Kofax case study program is part of a strategic investment to document hundreds of customer successes worldwide, covering Kofax successes in industries such as government, banking and finance, insurance and health care in 2011.

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 global and emerging companies such as CoreLogic, IBM, iinnLight Technologies, and Symantec. For more information, please visit <http://www.thepowermarkgroup.com> or call 949.481.4100.

About Kofax

Kofax plc (LSE: KFX) is the leading provider of document driven business process automation solutions. Kofax solutions provide a rapid return on investment by automating information intensive processes and by managing the capture, transformation and processing of documents in a more accurate, timely and cost effective manner. Visit www.kofax.com

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