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PowerMark Selected by Murano Acoustics

Exclusive US distributor of commercial building products seeks expertise of premier So Cal marketing firm

SAN JUAN CAPISTRANO, Calif. – July 20, 2009 - PowerMark[®], Southern California's premier full-service marketing and public relations firm, today announced it has been selected by Murano Acoustics USA for its US brand development and marketing. The Bartley Group of Anaheim is the exclusive distributor of the global Murano Acoustics product line in the United States.

"We have a tremendous market opportunity before us with Murano Acoustics," said Bart Moore, president and owner of the Bartley Group. "We selected PowerMark for their proven ability to power brand and raise the profile of an emerging company in the marketplace. With PowerMark's marketing expertise, a top quality product, and the exceptional customer care provided by my experienced and dedicated in-house team, Murano Acoustics USA intends to become the US leader in acoustical wood ceiling and wall panel systems in relatively short order."

Phase one of the branding and marketing engagement includes the definition of messaging and positioning, the development of a new brand look and feel, packaging and collateral development. Phase two will include Web site development, demand generation and ongoing public relations outreach.

"The Bartley Group is a model of entrepreneurial leadership during this recession," said Colleen Edwards, president of PowerMark. "While many small and mid-sized businesses have hunkered down in fear to weather the storm, 20-year old Bartley Group has boldly seized a new market opportunity with Murano Acoustics USA and is using this 'quiet time' to market and quickly gain market share. We're delighted to team with such a well-focused, proactive management team."

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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