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PowerMark Evolving PowerUp Podcasts to Video

Award-winning Orange County technology marketing and PR agency takes executive-interview podcasts to the next level

SAN JUAN CAPISTRANO, Calif. – March 24, 2008 - POWERMARK™, Orange County's only full-service marketing and public relations agency focused exclusively on technology companies, announced today that its popular PowerUp™ podcasts will move from audio format to video beginning April 14. PowerUp, originally set in radio interview format, is migrating to video after testing its viability on YouTube, which has over 70,000,000 users. While both formats are enduring, a greater number of CEOs, and sales and marketing executives will have access and benefit from seeing first-hand the secrets of successful technology business leaders.

According to Colleen Edwards, PowerMark President and PowerUp host, "When we established PowerUp in audio format, we quickly recognized the opportunity to reach a greater audience with a video podcast. Sharing the wisdom of these tech leaders and legends with a wider audience in a visual way is consistent with our desire to help technology companies in Southern California and beyond prosper."

The new visual launch will feature Communicado Founder and Chief Strategist Kerry Shih and will be available April 14. Shih was recently named one of *OC Metro's* prestigious "40 Business Stars Under 40" as well as 2007 Entrepreneur of the Year by the Technology Council of Southern California. The interview will be available in both audio and video podcast.

Since PowerUp's launch in March 2007, podcast downloads have increased up to 40%. PowerMark expects that number to soar with the unveiling of video delivery. New PowerUp video podcasts will be available monthly and can be accessed online at www.thepowermarkgroup.com/powerup.html, on www.YouTube.com and at iTunes. Interested parties can view or listen to the free interviews directly on their computer or download the files to any mp3 player.

About The POWERMARK Group

Award-winning POWERMARK, based in San Juan Capistrano, California, is the region's only full-service marketing and public relations agency that exclusively targets technology companies. Established in 2005 by high performance software marketing veterans, the fast-growing organization brings some of the area's most seasoned experts together to help companies increase awareness and drive market valuation. POWERMARK clients include leading start-up and global companies including FileNet/IBM, Quest Software, Telelogic, McAfee, Pacific Select Group, BEA, BasePoint Analytics and Cardiogenesis. For more information, please visit www.thepowermarkgroup.com.

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