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PowerMark's First PowerUp Video Podcast Now Available

Communicado's Kerry Shih Shares Secrets of Entrepreneurial Success

SAN JUAN CAPISTRANO, Calif. – April 22, 2008 – PowerMark™, an award-winning technology marketing and public relations agency, today announced the availability of its first PowerUp™ Podcasts in video format. PowerMark's featured guest is Kerry Shih, visionary founder and chief strategist of Communicado, Inc., a leading provider of solutions for managing converged voice/data communications networks. In the interview Shih shares his tips for achieving entrepreneurial success and shares his thoughts on other key growth issues such as capitalization sources. The 20-minute podcast can be accessed on-line at http://www.thepowermarkgroup.com/powerupKerryShih.html or on YouTube (Part 1 and Part 2).

According to PowerMark's CEO and PowerUp host Colleen Edwards, "Kerry is among the hottest young leaders in technology today. We're excited to be able to share his story with other high achieving technology executives, entrepreneurs and venture capitalists through our PowerUp Podcast series featuring tech leaders and legends."

Shih was named 2007 Entrepreneur of the Year by the Technology Council of Southern California. The company he founded in 2001, Communicado, received $13 million in B-round funding last year from tier one venture capitalists. "A pitch to a venture capitalist," Shih advises, "doesn't have to be perfectly orated, but does have to reflect the entrepreneur's passion and a clear view of what the business can look like four years later."

Shih is among the most respected thought leaders in the fast-growing unified communications space. He launched Communicado at the age of 26, and was able to raise a total of $3 million in Series A financing. Communicado was recently granted a 2007 Product of the Year Award by *Unified Communications Magazine*. More than 400 enterprises currently benefit from Communicado's products including Allergan, St. Joseph Health System, Tenet Healthcare and the Discovery Channel.

PowerUp Podcasts are a series of insightful interviews with technology leaders and legends intended to help inform technology business and marketing professionals by delivering all the value of a seminar at the viewer's convenience. The Kerry Shih videocast and previous audiocasts featuring other technology leaders and legends can be downloaded at no cost at www.thepowermarkgroup.com/powerup.html.

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.

About Communicado
Communicado (formerly known as SyncVoice Communications) is the leading provider of solutions for managing converged voice/data communications networks that carry real-time person-to-person business communications. The VXTracker™ software product line and Communicado's field-tested Streamline Management as a Service Platform are used by more than 400 advanced technology adopters including Allergan, St. Joseph Health System, Tenet Healthcare and the Discovery Channel, to reduce business risk and lower operating costs, combining technical tools with business analytics. Communicado is headquartered in Costa Mesa, California USA and has sales offices throughout North America. For more information, visit http://www.communicado-inc.com/

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