



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Ashley Johnson  
949.481.4100  
ajohnson@thepowermarkgroup.com

**Sendio, Inc. Joins PowerMark's Growing List of Emerging Technology Clients**

*'Revolt' campaign kicks off partnership with a bang*

**SAN JUAN CAPISTRANO, Calif. – Aug. 20, 2007** - PowerMark, Orange County's only full-service marketing and public relations agency focused exclusively on technology companies, today announced its partnership with Sendio, Inc., the enterprise email integrity company whose products block one hundred percent of spam and unwanted email while ensuring that no legitimate messages are lost in the process. PowerMark is providing expert public relations and marketing services in a fully integrated effort to increase favorable awareness, drive qualified sales leads and increase valuation for Sendio.

"With limited internal resources, PowerMark quickly became my 'go to' team in our efforts to aggressively pursue Sendio's burgeoning market opportunity," commented Tim Lee-Thorp, vice president of marketing for Sendio. "PowerMark's ramp-up was lightning fast, and the entire team is extremely talented. They are not only experts in marketing and PR, but they are experts at achieving meaningful business results."

"Sendio is at the cutting edge of spam solutions and working with their in-house Marketing team, we intend to fully leverage their competitive advantages to help them achieve substantial market success," said Colleen Edwards, president of PowerMark.

The companies first teamed up for a powerful INTEROP 2007 campaign in May. The "Revolt: SAVE the Mail" campaign featured Gary Thuerk, the Father of eSpam and drove hundreds of visitors to Sendio's booth at the industry trade show.

The campaign put a stake in the ground by boldly proclaiming, "Spam filters are obsolete," and inviting IT professionals to "Join the email integrity revolution." The design adapted the look of spray-painted militant messages of the '40s, and projected a very hip, high energy, feel –invoking freedom to choose solutions that work and to reject those that don't. A sample of the campaign can be viewed at <http://www.thepowermarkgroup.com/gallery3.html>.

**About PowerMark**

Award-winning PowerMark, based in San Juan Capistrano, California, is the region's only full-service marketing and public relations company that targets technology companies exclusively. Established in 2005 by high performance software 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 including: BasePoint Analytics,

Cardiogenesis, Comunicado, IBM, Sendio and Telelogic. For more information, please visit [www.thepowermarkgroup.com](http://www.thepowermarkgroup.com).

###

**Note to Editors:** PowerMark is a trademark of The PowerMark Group, Inc.