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**PowerMark Wins Bronze Summit International Award for Creative Excellence**

*Pacific Select Group campaign recognized for 'Making a Splash'*

**SAN JUAN CAPISTRANO, Calif. – April 16, 2007** - PowerMark, Orange County's only full-service marketing and public relations agency focused exclusively on technology companies, has earned a Bronze award from the Summit International Awards (SIA) organization for its business-to-business 'Making a Splash' advertising campaign for Pacific Select Group (PSG). One of the premier arbiters of creative and communication excellence the SIA competition drew entries from companies and individuals from more than 50 countries and five continents.

According to Peter Deering, Senior Vice President of Pacific Select Group, "PowerMark's experts have shown a tremendous commitment to learning our business and ensuring our marketing resonates with each target audience."

Pacific Select Group provides recruiting and infrastructure support to each of the seven Broker/Dealers it owns, and uses advertising to maintain awareness of its network within the financial advisor community. The goal of the 'Making a Splash' campaign was to recruit new advisors to the PSG network. Because of the administrative burden and costs of migrating from one broker/dealer to another, advisors must have a compelling reason to initiate a move.

In creating the Making a Splash 3-part ad series, PowerMark leveraged PSG's industry-recognized logo of a breaching whale, and to reflect the financial giant's human side, tied in humorous headlines such as, "We Know a Little About Migrating."

The campaign served three primary purposes:

1. Maintain and build awareness among financial advisors
2. Ensure financial advisors looking to switch B/Ds would give high priority to PSG's network
3. Compel direct advisor action to call PSG or visit the company's Web site

To view the full campaign, please visit:

<http://www.thepowermarkgroup.com/gallery1.html>

"This international award is a testament to PowerMark's ability to deliver highly creative campaigns that are recognized by other experts as among the best in the world," said Colleen Edwards, president of PowerMark. "More importantly, PowerMark campaigns generate meaningful business results for the clients we partner with. That is the true measure of our success."

## **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).

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