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ClearEdge Marketing Sets its Sights on Expansion Following Profitable First Year
Progressive, growing company services 35 clients since opening its doors

Chicago, IL (June 14, 2007) — ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services companies, celebrates its first anniversary this month and is looking to deepen its market position in the information technology (IT) services industry.

Built on an innovative virtual model, ClearEdge hires experienced marketing and public relations talent regardless of location. The company is comprised of consultants who are well-known in the IT services and general staffing industries. Each consultant brings a minimum of 10 years' marketing experience to the team and most work from home offices, a strategy that helps keep client overhead costs low.

ClearEdge has grown to 11 members and 35 clients over the past 12 months since founder Leslie Vickrey virtually opened for business. The ClearEdge progressive business model allows the firm to deliver marketing talent and insights from around the world while guaranteeing client satisfaction.

For both project and retainer clients, ClearEdge provides sophisticated, reliable marketing programs depending on the clients' marketing needs. Thirty-five professional services firms hired the ClearEdge team since June 2006 because of its deep services marketing expertise and timely response. ClearEdge's marketing footprint in the IT services industry covers the sector's spectrum of organizations from IT solutions and staffing companies to recruitment process outsourcers and national associations.

Robert J. Miano, President and CEO of Harvey Nash USA, ClearEdge's longest-standing client, commented, "Making ClearEdge an extension of the Harvey Nash team has directly impacted the name recognition and growth of Harvey Nash's business in the U.S. I have managed multi-million dollar companies, worked with marketing departments and agencies of all sizes, and I have never experienced such talent in one group. ClearEdge provides tremendous business value."

While ClearEdge's president and founder is proud of the firm's first-year accomplishments, Vickrey is planning to practice what she preaches to clients and further invest in an integrated ClearEdge marketing program. Already, the ClearEdge team authors bylined articles to generate publicity, speaks at industry conferences to raise awareness of the firm and participates in networking opportunities to generate leads. In the next few weeks, the firm will introduce a blog to the ClearEdge Web site in order to further showcase the talent of ClearEdge's team.

"I want to build a boutique marketing agency that is the 'go-to' agency for services companies and for consultants who desire a flexible work environment and the opportunity to work with industry leaders," says Vickrey. "My vision is that firms in the technology and general staffing/professional services industries will turn to ClearEdge for talent and progressive services."

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized professional services firms around the world. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide

clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, TeamSoft, KoreOne, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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