



FOR IMMEDIATE RELEASE

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ClearEdge Provides Outsourced IT Marketing Services

New firm offers marketing expertise that helps small- to medium-sized IT services firms turn ideas into profit

Chicago, IL (October 19, 2006) – ClearEdge Marketing opened for business in June 2006 and already is providing marketing services for 15 firms across the country. The company, launched by Leslie Vickrey a well-known industry leader, is headquartered in Chicago.

Offering a new solution for IT services firms striving for success in the highly competitive technology services industry, ClearEdge fills a unique niche for IT services firms by combining in-depth industry knowledge and creative talents with an outsourced model that gives clients the benefits of a full-time marketing department without the overhead cost.

Vickrey has more than 12 years of experience managing marketing operations and providing consulting services for companies such as Spherion, TAC Worldwide, Harvey Nash, NACCB, The Armada Group, TransTech, Galmont Consulting, RiverPoint, Pierce Technology and Technisource. Vickrey and the ClearEdge team of IT industry marketing veterans are personally committed to helping clients identify marketing opportunities that generate measurable returns for their business.

Robert J. Miano, President and CEO of Harvey Nash USA, and ClearEdge client recently commented that "We (Harvey Nash USA) outsource all of our marketing and communications efforts to ClearEdge because their understanding and experience in our industry is unrivaled in the market."

According to Miano, ClearEdge is an extension of his team and has directly impacted the name recognition and growth of Harvey Nash's business in the U.S.

Miano concluded: "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. Their outsourced business model means Harvey Nash can access that talent at a fraction of the cost of a full-time marketing department. ClearEdge provides tremendous business value."

ClearEdge Marketing specializes in:

- Go-to-market strategy and message development
- Marketing collateral creation aligned with the sales cycle (prospect letters, sell sheets, case studies, perspective articles, etc.)
- Lead generation and target account programs
- Event support
- Web site design/development
- Public relations strategy development and support
- Sales training development and design

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized technology services firms across the globe. 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, TransTech, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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