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Pierce Technology Chooses ClearEdge Marketing to Revitalize its Go-to-Market Strategy and Web Site

ClearEdge selected because of its strategic marketing expertise

Chicago, IL (July 6, 2006) – ClearEdge Marketing, a firm specializing in outsourced marketing solutions for IT services companies, announced today that Pierce Technology Corporation has selected ClearEdge to help refresh its brand, update its Web site and implement new marketing initiatives for the company.

An expert IT recruitment firm, Pierce was established in 1992 to provide businesses with high-quality and affordable IT consultants. Pierce President Doug Andersen feels ClearEdge is ideally suited to help the company redefine and enhance its go-to-market strategy. "ClearEdge has the vision and resources to help us clarify our strategy and effectively communicate our expertise to the marketplace," said Andersen. "What has impressed us the most is their philosophy and personal approach to meeting our needs."

ClearEdge President and Founder Leslie Vickrey is excited about helping Pierce launch the next generation of its Web site and creating custom marketing and sales tools for the firm. "We look forward to developing a creative marketing campaign and Target Account Program that helps Pierce expand its market presence," said Vickrey. "Our team has a wealth of experience helping companies like Pierce update their online identity and refresh their brand. We are committed to helping them gain further visibility and increased market share."

About Pierce Technology Corporation

For more than 14 years, Pierce Technology has provided expert IT recruitment services to many leading firms in the pharmaceutical, financial services and management consulting industries. A trusted source of IT talent, Pierce Technology is renowned for its client-focused, rapid and highly accurate services.

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 expertise and creative talent to provide clients with the highest level of service integrity while enabling them to maximize their marketing investment. Companies that rely on

ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, Pierce Technology and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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