



FOR IMMEDIATE RELEASE
(September 28, 2006)

MEDIA CONTACT
Laura Field
lfield@clearedgemarketing.com
312.961.5054

Solving IT Turns to ClearEdge for Marketing Services *ClearEdge Helping Company Refresh Brand and Go-to-Market Strategy*

Chicago, IL, September 28, 2006 – ClearEdge Marketing, a firm specializing in outsourced marketing solutions for IT services companies, announced today that it has been selected by Solving IT to update its go-to-market message strategy, sales collateral and online presence.

Solving IT is a premier technology services firm dedicated to helping clients solve their IT staffing challenges. The company seeks to further expand its market share by more effectively communicating its value to clients.

“Solving IT is one of the best kept secrets in the industry,” said Jim Chomko, vice president of business development, Solving IT. “We have a reputation for unparalleled service among our existing clients, and need to get that message out to the marketplace. Strengthening our brand and enhancing our marketing efforts to better reflect our capabilities and services will enable us to reach a much broader audience and increase our client base. We chose to partner with ClearEdge because they have an outstanding reputation for delivering customized solutions and in-depth knowledge of our industry.”

ClearEdge Marketing will be working with Solving IT to develop a cohesive marketing program that effectively conveys their unique services and commitment to the highest level of customer satisfaction. “It is a pleasure to be partnering with a company that is so focused on service excellence,” said Leslie Vickrey, president and founder at ClearEdge Marketing. “We look forward to developing a program that effectively showcases Solving IT’s exceptional services and generates new revenue opportunities for the company.”

About Solving IT

Solving IT is an IT staffing company that provides a full spectrum of technology professionals for contract and full-time positions. Founded in 1992, Solving IT is renowned for its ability to solve complex workforce challenges for mid- to large-sized companies and consistently exceed its clients’ expectations.

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides 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 and enable them to maximum 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.

###