



LIVING THE UNEXPECTED™

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

**CONTACT:** Sandrea Shields  
(972) 480-8383  
Sandrea\_Shields@mccom.com

### **M/C/C Helps BCCK Stay on Top**

*M/C/C to spearhead marketing program for leading provider of technology and services to energy industry*

**DALLAS – May 22, 2006** – When you're the leader in the market, every other company is nipping at your heels; so maintaining a competitive edge is crucial if you want to stay in the pole position. That is why BCCK Engineering, Inc., based in Midland, Texas, enlisted M/C/C to help with an aggressive public relations and marketing communications program that will keep them in the leadership position.

“While we are the leader in this space, we really wanted to stand out from the competition that is coming up,” BCCK Engineering, Inc. Controller, Gloria Salazar, said. “We assist our customers to find a way to drill for natural gas in areas fraught with challenges. Helping them negotiate these challenges with proven technology is our specialty, and M/C/C is going to aid us in communicating that value to our industry.”

BCCK Engineering, Inc. is an international, multi-disciplinary engineering firm specializing in nitrogen rejection, NGL recovery, membrane based carbon dioxide extraction, helium extraction and oxygen removal. BCCK is the developer of Nitech™, a proprietary technology for removing nitrogen from natural gas. In addition to traditional natural gas applications, the Nitech™ process has been adapted to treat coalmine methane. The Nitech process can be integrated to include NGL extraction and helium separation.

“BCCK’s tenacity to help companies produce where others thought were too difficult is really an inspiration,” said M/C/C President and Founder Mike Crawford. “We look forward to helping

(more)

them maintain their competitive edge in the marketplace and increase their awareness in this highly competitive industry.”

### **About M/C/C**

Dallas-based M/C/C is a public relations firm and advertising agency exclusively serving the technology industry. M/C/C offers marketing, advertising, public relations, cyberactive services and research for customers ranging from growing start-ups to some of the world’s largest technology companies. Several of M/C/C’s clients are leaders in the technology industry, including CapRock Communications, L-3 Communications Infrared Products, NextiraOne and SYSTIMAX Solutions. M/C/C’s Website can be accessed at [www.mccom.com](http://www.mccom.com).

###