



News Release

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M/C/C Celebrates 20 Years of Killer Work

Dallas, Texas – Sept. 26, 2006 – M/C/C has come a long way since its humble beginning at the kitchen table of founder Mike Crawford. But 20 years later, past the dot com boom and subsequent bust, through the evolution of cell phones from brick to sleek flip phones, and past the migration from VCR to DVR, M/C/C's unique and innovative techniques have helped the agency to develop a long list of client success stories on its way to becoming one of the Southwest's premier advertising and public relations agencies.

“Twenty years is an exceptional amount of time to be around, particularly in the volatile technology industry,” Crawford said. “One of the main reasons we have been so successful is because of the dedication of our people. They understand technology, they embrace it, and that helps us develop real relationships with our clients.”

Since 1986, M/C/C has utilized an unexpected way of thinking about creativity, paired with proactive, straightforward advice, to drive its success. Whether it is for a media or PR strategy, or for a new advertising campaign, for a start-up company trying to build credibility, or for a large, publicly-held enterprise wanting to stay ahead of the game, M/C/C infuses creativity into every program ensuring that it produces killer ideas for each client.

M/C/C has lived the unexpected and adapted, even as the market continues to advance. The agency has always provided its clients with the best strategies and tactics for the marketing

challenges they face, and in today's world, that means more than just a successful public relations campaign. In addition to its other, award-winning services, M/C/C has successfully added search engine optimization (SEO) to its list of offerings. These services are especially important in today's market where a company's position in search engine results can have a huge impact on bringing in potential business. In its 20th year, M/C/C continues to expand with recent client acquisitions and by broadening its new business focus to include clients in new and unexpected industries.

"It seems like just yesterday that I started M/C/C at my kitchen table. I feel very fortunate to be a part of a successful agency that is celebrating its 20-year anniversary," said Mike Crawford. "I hoped – but never presumed – that it would be around after 20 years. So as we celebrate our anniversary, I can honestly say that we have been living the unexpected in ways I didn't even expect."

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 Alienware, CapRock Communications, L-3 Communications Infrared Products, and SYSTIMAX Solutions. M/C/C's Website can be accessed at www.mccom.com.

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