



News Release

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M/C/C and ADAPTIX Link Together to Create Awareness in Developing WiMAX Industry

Dallas, Texas – July 24, 2006 – Developments in and awareness of the mobile broadband Internet industry are growing exponentially each day. And as the market ramps, players need to increase their volume in order to stay noticed in a growing crowd of WiMAX developers. That’s why ADAPTIX, a leading player in the mobile wireless broadband industry, tapped Dallas-based M/C/C to launch its ambitious public relations campaign.

“The world of mobile WiMAX is just around the corner, and there are a lot of players knocking at the door,” said ADAPTIX Vice President of Marketing and Product Management Byron Young. “ADAPTIX has solid credentials in the emerging world of OFDMA technology and we want to take advantage of our early technology lead by dramatically increasing our public profile. M/C/C has a reputation for getting attention for its clients, and we knew they’d be up to the job of making sure we maintain our position as a leader in this industry.”

Founded in 2000 as Broadstorm, ADAPTIX develops a dynamic software-defined, hardware enabled infrastructure platform for wireless and wireline service providers to meet the growing demand for high-bandwidth, integrated mobile voice, video and data applications. The Dallas-headquartered company is a leader in orthogonal frequency division multiple access (OFDMA) technology. With the efficiency to deploy rich media

applications quickly and cost-effectively, ADAPTIX's OFDMA mobile WiMAX solution offers service providers the highest level of spectral and resource flexibility.

“With so much noise being made in the mobile broadband arena, it is exceptionally important for ADAPTIX to turn up their volume,” M/C/C President and Founder Mike Crawford said. “M/C/C specializes in new and advancing technologies and we have the experience to help ADAPTIX turn that volume up and stay at the forefront of its 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, Samsung BCS and SYSTIMAX Solutions. M/C/C's Website can be accessed at www.mccom.com.

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