



News Release

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GDI's Goals Are Covered with M/C/C

M/C/C to provide marketing program for global, goaltending company

Dallas, Texas – April 17, 2007 – The Goaltender Development Institute (GDI), which teaches hockey goalies key defense strategies and techniques, is looking to go on the offensive and has brought marketing, advertising and public relations agency M/C/C into the game. M/C/C will hit the ice with a one-two punch of creativity and ingenuity to strategically redesign GDI's branding and communications materials in a bid to help the institute achieve a more competitive image.

“This year is going to be an exciting year for us as we expand into new markets as well as increase our presence in existing markets,” Ian Clark, President and CEO of GDI, said. “M/C/C's excitement mirrored our own, and we knew they had the unique branding and creative expertise to help us get where we want to go.”

GDI is the hockey goaltending industry's foremost training and information resource. The company offers its customers quality training services and access to goalie news and industry information through its training facilities, Web site and monthly periodical, *The Goalie News*. GDI's expansion plans include the opening of two new facilities and the launch of a new equipment line later this year.

“GDI is by far the most respected and knowledgeable hockey goaltending entity out there,” said M/C/C President and Founder Mike Crawford. “The key is understanding the concerns of the existing and potential customers and communicating GDI’s strengths and benefits to those audiences. That’s where M/C/C shines – crafting and delivering effective messages for our clients.”

M/C/C will provide GDI with a complete branding overhaul designed to transform not only GDI’s overall messaging, but also the very tools GDI uses to communicate to its market.

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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