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## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## M/C/C Welcomes Nathan Johnson Back To Lead Public Relations Team

**DALLAS – June 12, 2006** – M/C/C, the Southwest’s leading marketing communications agency exclusively serving the technology industry, has brought back one of its own to lead the public relations department. In this position, Nathan Johnson – formerly the senior public relations writer for M/C/C – has responsibility for the entire public relations team in addition to managing the public relations goals for M/C/C’s clients. By utilizing his knowledge of M/C/C clients, the overall technology market and industry trends, Johnson guides the public relations department as it develops pitch ideas and other strategies to support the continued growth and success of M/C/C’s clients.

“Nathan brings a truly unique skill set with him to M/C/C. Having worked both as a beat reporter and as a public relations professional, he has the ability to expertly balance the needs of M/C/C’s clients with the needs of the media,” said M/C/C President and Founder Mike Crawford. “It is really terrific to have Nathan rejoin our organization. He was an asset to us before he left, and with the additional experience he has gained, his contribution will have a significant impact on our clients’ results.”

Johnson’s public relations career has been dedicated exclusively to technology clients – a perfect fit for M/C/C. A graduate of East Texas Baptist University, Johnson was most recently a senior account executive at Edelman’s Dallas office. At that firm, Johnson was involved in the technology practice, where he primarily focused on wireless broadband technology.

Prior to joining Edelman, Johnson served as the senior public relations writer for M/C/C. In that role, Johnson used his experience as a former beat reporter to determine what was most newsworthy about the offerings of his clients. He used his journalistic skills to sift through complex facts and jargon and pull out only the truly interesting information. Johnson worked with a variety of clients, many of which he has reunited with in his new role, including clients focusing on thermal imaging, WiMAX, parental controls/content filtering and satellite communications.

### **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](http://www.mccom.com).

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