



News Release

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M/C/C was the Logical Choice for SensorLogic *M/C/C to provide marketing program for intelligent asset management pioneer*

Dallas, Texas – Aug. 13, 2007 – When SensorLogic, the pioneer of intelligent asset management solutions, was looking for ways to transition from start-up company to emerging enterprise, it looked toward a familiar name in the technology marketing field. M/C/C – a Dallas-based marketing, advertising and public relations agency – was the proven choice for SensorLogic. Dale Booth, the newly appointed Chairman and CEO of SensorLogic, worked with M/C/C before and experienced the agency’s value firsthand. M/C/C will be developing and executing a marketing communications program.

“After personally working with M/C/C at a previous company, I have developed a confidence in the way they manage a company’s identity,” Booth said. “M/C/C is great at setting goals and objectives early and achieving them. We wanted to be plugged into various media outlets in the community and receive exposure. That’s exactly what M/C/C delivered.”

With M/C/C highly-regarded in the technology marketing industry, Booth is one of many clients that have experienced solid results during a prior relationship and made a

conscious decision to return to M/C/C. Currently, 50 percent of M/C/C's clients have direct ties to former accounts held by the agency.

“Impressive performance that shows high-quality results is what M/C/C is all about,” said M/C/C President and Founder Mike Crawford. “The fact that we are easy to work with attracts clients to M/C/C. It keeps them wanting to continue to work with us – even if they transition to new companies.”

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C's clients dominate their industries, including Alienware, CapRock Communications, L-3 Communications Infrared Products and CommScope Enterprise Solutions. The agency's mantra of “living the unexpected” has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C's Web site is <http://www.mccom.com>.

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