



## News Release

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## **M/C/C to Bring ‘Awe’ to ShockWatch’s Campaign**

*Dallas agency to strengthen damage prevention pioneer’s public relations, marketing*

**Dallas – May 13, 2008** – When it comes to damage prevention, ShockWatch is the global leader in developing products that provide visible reinforcement in asset management. So it’s no wonder it brought in a visible reinforcement – advertising, public relations and marketing agency M/C/C – to help strengthen its brand. The North Texas-based companies have teamed up to increase public awareness about ShockWatch’s extensive line of shipping and handling monitors, equipment monitors and additional damage prevention services, which can help companies dramatically reduce damage-incurred costs.

“ShockWatch has a great line of damage prevention products that benefit a wide range of consumers, and M/C/C can help lift that message out toward the masses,” said Kerri Lusk-Barnes, vice president of marketing and product management for ShockWatch. “There’s a strong need for ShockWatch products in asset management. M/C/C harnesses that need and creates damage prevention awareness, so that everyone from CEOs to consumers might benefit from our offerings.”

Industry leaders in various markets understand they can save millions by practicing damage prevention. ShockWatch has helped guide its numerous customers – many of which make up *Fortune* magazine’s annual success lists – toward financial gain and

increased credibility. ShockWatch has undergone substantial growth since late 2006, doubling the size of its manufacturing plant and acquiring IntroTech, Inc. – a privately held manufacturer of chemical-based temperature sensors. Bringing M/C/C onboard shows ShockWatch doesn't intend to slow down.

“For more than 30 years, ShockWatch has pioneered the damage prevention industry, and its recent growth is evident ShockWatch intends on staying at the top of its game,” said Mike Crawford, president and founder of M/C/C. “ShockWatch has done a great job of establishing brand presence, and M/C/C will help make sure that when you think ‘damage prevention,’ ShockWatch is the first thing that comes to mind.”

#### **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 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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