



News Release

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SolArc Brand Polished at M/C/C's Full-service Station

Dallas agency uses marketing expertise to make software service provider shine

Dallas – Sept. 08, 2008 – SolArc wanted a Web site tune-up. The commodity trading and risk management service provider pulled into M/C/C – a full-service station for marketing, advertising, public relations, Internet marketing and research. After a little Web site work, SolArc tapped into M/C/C's creativity and asked the Dallas-based agency for "The Works" – assistance with re-branding, public relations, a new Web site and advertising. To that, M/C/C pledged to have SolArc waxed, polished and sparkling, so that when commodity-dependent businesses came looking for a reliable software and services provider, SolArc shines above the competition.

"We started with a Web site project, but we were looking for a complete partnership and quickly gained an appreciation for M/C/C's full range of services," said Eric Johnson, SolArc vice president of marketing. "As leaders in the commodity trading and risk management industry, SolArc serves a wide range of industries, including aviation, energy, agriculture and consumer goods. We needed to convey SolArc's message to these diverse markets in a way that was relevant, but also original, distinctive and still consistently branded to each one. Working closely with M/C/C on a wide range of marketing and communications opportunities – from advertising and branding to public relations and Web – we've gained a lot more synergy in our efforts, greater consistency in our branding and enhanced our marketing and messaging activities across the board."

SolArc's products and services enhance the cost savings and operational effectiveness of some of the most successful companies in the world by managing risk and gaining greater insight and control over their commodity trading environments. To position SolArc among the industry's leading software service providers, M/C/C will highlight SolArc's unique position in a volatile global marketplace and strong credibility earned through successful implementations.

"Just like SolArc and its constant engagement through implementation and beyond, we know our clients' experience doesn't end with the first success," said Mike Crawford, president and founder of M/C/C. "We let our hard work act as our credibility, and we forge forward in bringing the best out of our clients. SolArc has done its part to provide commodity-intensive customers with industry-specific solutions and reliable service for nearly two decades. Now we're doing our part to make sure everyone knows SolArc."

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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