



News Release

Contact

Ciri Haugh
972-480-8383 x301
Ciri_Haugh@mccom.com

Trilogy Circuits Hires M/C/C to Help Craft a Big Story About a Small Item

Dallas agency reinforces industry position of printed circuit board manufacturer

Dallas – May 20, 2008 – Trilogy Circuits is notorious for its “inside jobs.” Within some of the world’s most technologically advanced equipment, a Trilogy-designed printed circuit board (PCB) adds intelligence to state-of-the-art military devices, aviation parts, damage prevention products and a host of other electronic gadgets. While Trilogy provides turn-key services to all of its customers, M/C/C – a Dallas-based advertising, public relations and marketing agency – will use its expertise to strengthen Trilogy’s position in the marketplace.

“With M/C/C’s help, we begin another successful chapter at Trilogy,” said Charles Capers, CEO of Trilogy Circuits. “Trilogy printed circuit boards have always been an integral piece of the puzzle for some pretty sophisticated products. The board’s high-quality construction, backed with our outstanding customer support, helped us become competitive in the PCB market. Now, M/C/C can help develop a lasting image for Trilogy that distinguishes our company from the competition.”

To complement Trilogy’s foundation of excellence in product manufacturing and customer service, M/C/C will enhance Trilogy’s position through messaging, public relations and internet marketing. Just as Trilogy is able to capitalize on emerging trends

in the component packaging and new manufacturing processes, M/C/C excels at finding new avenues to take its client's key messages to key target audiences.

"M/C/C will exhaust its expansive resources to make sure Trilogy's messages are heard," said Mike Crawford, president and founder of M/C/C. "Trilogy's goal to increase its overall visibility is very similar to many of our clients over the last 21 years. Every company holds the desire to succeed. M/C/C uses that enthusiasm and helps fast-track the company toward success."

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>.

###