

The logo for the Smithco and Impress Marketing Alliance. It features the word "smithco" in red lowercase letters and "impress" in orange lowercase letters. Below these words, the words "MARKETING" and "ALLIANCE" are written in a smaller, grey, all-caps font, separated by a vertical line. A horizontal line also passes through the text, creating a cross-like structure.

smithco impress

MARKETING ALLIANCE

Company Contacts:

Martijn Pierik
Impress Public Relations
Ph: 602.366.5599
martijn@impress-pr.com

Kelly Smith
Smithco Marketing + Communications
Ph: 480.213.5479
ksmith@smithcomc.com

Impress and Smithco Form Strategic Marketing Alliance

SEMICON WEST, SAN FRANCISCO, Calif.—July 11, 2006— Impress Public Relations, Inc., a leading semiconductor public relations agency, and Smithco Marketing + Communications Inc. (Smithco M+C), a creative marketing agency for high-tech and industrial companies, announced today the formation of the Smithco-Impress Marketing Alliance. The initiative is designed to offer a complete integrated marketing capability, including creative and strategic planning, public relations, branding, advertising, interactive marketing, tradeshow and event planning.

“Multimedia technology and interactive media have drastically changed the face of marketing, requiring a much closer cooperation between PR, advertising and creative strategy,” said Martijn Pierik, founder of Impress PR. “Smithco-Impress is a one-stop shop that removes the hassle and cost of having to deal with multiple agencies and big retainer fees and helps move projects along quickly, resulting in a consistent, cost-efficient end product.”

“In order to have a truly effective communications strategy all aspects of the marketing mix must be aligned, which is what this partnership accomplishes,” said Kelly Smith, Smithco M+C’s president and CEO. “As an alliance working under one roof, we’re able to optimally integrate our customers’ branding, messaging and creative strategies and execute accordingly, which clearly differentiates us from other agencies.”

Smithco-Impress is headquartered in Phoenix, Ariz. A second Smithco-Impress office is planned for San Francisco, Calif., where Impress already has an office.

For more information on the Smithco-Impress Marketing Alliance, visit www.Smithco-Impress.com.

About Impress Public Relations

Impress Public Relations is a full-service high-tech public relations agency specializing in the semiconductor and related industries. The company is headquartered in Phoenix, Ariz., with offices in San Francisco/Silicon Valley and New England, and global partners in Munich, Germany, Shanghai, China and Tokyo, Japan. Impress combines more than 30 years of experience in high-tech public relations, journalism and publishing. The agency's mission is to use public relations to shape perceptions and create positive lasting impressions. The Impress team functions as an extension of the client's marketing department, which is what makes the client-agency relationships succeed to produce maximum results. For more information, please visit www.impress-pr.com or contact Martijn Pierik at 602.366.5599 or martijn@impress-pr.com.

About Smithco Marketing + Communications Inc.

Smithco Marketing + Communications Inc. (Smithco M+C) specializes in delivering strategic marketing and communications campaigns for global leaders in high-tech and industrial markets. Founded in 2002, Smithco M+C offers unique integrated marketing solutions that transform corporate visions into reality. Services include strategic planning, branding, advertising, media planning and placement, interactive marketing, and tradeshow development. For more information on Smithco M+C and its capabilities, please visit www.smithcomc.com or contact Kelly Smith at ksmith@smithcomc.com.

###