

Corporate Ink Wins 4 New B2B Clients; Integrates Online Outreach and Global PR Programs

NEWTON, Mass. (Feb. 4, 2008) — [Corporate Ink](#), the award-winning Boston technology PR firm, today announced four new clients in its core practice areas: health care, network management, security and online services.

All four companies directly address massive opportunities that will define how manufacturers and information providers do business within the next 24 months: from ensuring quality across a far-flung supply chain to delivering extremely time-sensitive, high-value information to broad networks of users.

- [FlightView](#) is the most authoritative resource for real-time flight information and is ideally positioned to reach anyone needing up-to-date departure and landing information
- [IntrinsiQ](#) is the leading provider of U.S. oncology market data and business analytics to pharmaceutical, biotechnology and financial companies
- [iSIGHT Partners](#) is a global risk mitigation company that helps businesses protect critical assets by reducing exposure to human, electronic and physical threats
- [Netcordia](#) drills into the heart of complex network management issues – dramatically speeding resolution and improving overall performance

Senior executives at FlightView, iSIGHT Partners and IntrinsiQ worked with the Corporate Ink team at previous ventures.

“Corporate Ink understands our market, commits to results and has a track record of knocking it out of the park,” said Ted Owens, COO of IntrinsiQ. “That’s the magic mix.”

Taps Global Network

For Netcordia, Corporate Ink will leverage its partnership in the Worldcom Public Relations Group, the world’s largest network of independently owned PR firms. Kaizo, a Worldcom partner in the UK, directs Netcordia’s PR program in Europe; the pairing creates a high-impact global team from the outset.

Corporate Ink will provide media and analyst relations, online marketing support, and industry visibility programs for all three companies, as well as market strategy analysis and competitive positioning.

Corporate Ink helps technology companies create new markets and build awareness that drives business growth. The company is known for its strategic guidance and expertise in security, health care, global IT services and the supply chain.

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