

Corporate Ink's Newest Clients Extend Reach to China and Expand Footprint in Aftersales Service & Support

DarwinSuzsoft and Axeda: Driving Two of Tech's Hottest Sectors

NEWTON, Mass. (April 10, 2007) — Corporate Ink, (www.corporateink.com) Boston's leading boutique tech PR firm, today announced two major new clients: DarwinSuzsoft and Axeda Corporation.

Both companies' markets are among the hottest sectors in IT today – addressing 'The China Factor' and managing devices remotely.

- DarwinSuzsoft (www.darwinsuzsoft.com) is the dominant U.S.-based company managing IT outsourcing to China. It brings tremendous economies of scale, with the assurance of American-based processes, oversight and accountability. Its clients: global companies that need to accelerate application development.
- Axeda (www.axeda.com) is transforming how manufacturers support mission critical products in the field. Its customers are embracing high-value remote services as a key initiative to help meet their customers' needs for increased product uptime, lower service costs and proactive maintenance.

"DarwinSuzsoft is ideally positioned to own the business brand for outsourcing IT to China," said Amy Bermar, president of Corporate Ink. "Axeda is at the center of remote device management, which is redefining how companies support their products."

The wins highlight Corporate Ink's strength with established technology companies and innovative start-ups serving B2B markets. Both companies said that the team's deep industry knowledge and focus on results put Corporate Ink well ahead of any competitors.

The engagements include positioning, messaging, media and analyst relations and industry relations. For DarwinSuzsoft, Corporate Ink will coordinate outreach in China and across Asia, leveraging its partners in Worldcom Public Relations Group, the world's largest network of independently owned PR firms.

Corporate Ink helps companies create new markets and build awareness that drives business growth. The company is known for its strategic guidance and expertise in technology, media relations and analyst relations.

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