

## Health Care and Security Leaders Choose Corporate Ink

### *Competitive Wins Highlight Market Expertise*

**NEWTON, Mass.** (Jan. 8, 2007) — Corporate Ink ([www.corporateink.com](http://www.corporateink.com)) today announced its two newest clients –a pair of emerging companies expected to hit the health care and security markets hard in 2007.

The wins wrap up another strong year of growth for the Boston boutique tech PR firm, known for its specialization in security, health care, supply chain and mobile computing.

Both new clients launched within 30 days, rolling out new ways to do business that are already endorsed by marquee customers:

Portico ([www.porticosys.com](http://www.porticosys.com)) helps major health plans cut costs and improve performance – streamlining processes around provider networks and improving provider satisfaction.

Trusted Network Technologies ([www.trustednetworktech.com](http://www.trustednetworktech.com)) the identity-based network control and audit company, takes security to the next level – by making systems ‘invisible’ to unauthorized users.

Portico, based in Pennsylvania, is Corporate Ink’s fourth client in the Philadelphia area. TNT, headquartered in Atlanta, is the company’s third client in the region.

“Corporate Ink provides a great deal of expertise, experience and also valuable recommendations,” said Wain Kellum, CEO and president of TNT, who worked with the team at his previous venture. “Our team has a strong understanding of the security space and is an effective partner that understands how to help create market leaders.”

The Portico win was a competitive pitch; Corporate Ink beat out three local and national agencies. At TNT, Corporate Ink replaced the existing PR firm.

Corporate Ink helps companies create new industries 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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