

Corporate Ink Wins 4 More Clients; Expands Depth in Security, Supply Chain and Federal Contracting

NEWTON, Mass. (Jan. 24, 2005) — Corporate Ink (www.corporateink.com) today announced four new clients in emerging security, supply chain and federal contracting markets.

The wins expand Corporate Ink's deep roster of established and start-up companies innovating new technologies, services and business processes.

The companies collectively solve complex business issues affecting their customers' bottom-line value and operational effectiveness, such as identity theft, asset management, and supply chain strategies.

- Guardium (www.guardium.com) secures sensitive information in databases and automates compliance for global enterprises
- PanGo Networks (www.pangonetworks.com) monitors and tracks the location of critical assets in real time to improve business processes
- Procuri (www.procuri.com) delivers sophisticated spend analysis, global sourcing, supplier management and contract solutions to hundreds of customers.
- SoBran (www.sobran-inc.com) delivers biomedical, logistics and engineering expertise to the federal government

Guardium and PanGo are based in Massachusetts; Procuri is located in Georgia, SoBran is headquartered in Ohio.

"Corporate Ink demonstrated a passion, track record and metrics-focused approach to grow our market," said Phil Neray, Guardium's VP of marketing. "The team has the right relationships with industry influencers who matter to us, our partners and our prospects."

Wins came from identifying metrics tying public relations to broader business goals, such as lead generation, sales support, analyst visibility and name recognition in front of prospects.

"These are a mix of early-stage and established leaders," said Amy Berman, president of Corporate Ink. "We're driving stories that matter now – and will shape the market."

Corporate Ink (www.corporateink.com) helps companies to 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.

###

Contact: Amy Berman
Corporate Ink
617.969.9192
aberman@corporateink.com