



For Immediate Release

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CERUS INDUSTRIAL, INC. HIRES MKTX TO MANAGE PR/ARTICLE PROGRAM

BEAVERTON, Ore., January 27, 2011—MKTX, Inc., a full-service marketing communications firm, announced that it has been selected by Cerus Industrial, Inc. of Hillsboro, Oregon to organize and manage a public relations program to raise awareness for the company's line of commercial electric products.

MKTX will develop a series of magazine articles and case studies that highlight how the innovative line of motor starter products designed and produced by Cerus can be used in building automation systems to help save energy, increase safety, and simplify maintenance.

"We looked for a team that was experienced in technical article and whitepaper development," said Andre Perra, Cerus President. "We selected MKTX based on their track record of enhancing the value of industrial companies by increasing awareness of the value of their products."

Since its formation in 1998, MKTX has served business-to-business clients, raising visibility and supporting sales growth for a variety of companies including software and information systems, power equipment, embedded computing, test-and-measurement, healthcare, real estate and industrial manufacturing. For more information, go to www.mktx.com.

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