



**For Immediate Release**

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**NEXSYS HIRES MKTX TO PROVIDE MARKETING  
COMMUNICATIONS SERVICES**

**BEAVERTON, Ore., September 26, 2006**—MKTX, Inc. ([www.mktx.com](http://www.mktx.com)), a full-service marketing communications firm, announced that it has been hired by Nexsys of Bend, Oregon to develop a marketing plan and to implement branding and promotional campaigns for the company's line of information technology solutions for the community banking industry.

Nexsys' products are directed at helping banks streamline operations and improve internal communications in order to increase the level and quality of the service that they provide to customers.

"We help community banks grow by enabling them to offer superior service compared to their competition," said John Guyer, Nexsys CEO. "And the depth and breadth of MKTX's experience as a B2B agency will to help us deliver that message in a compelling way to our banking customers."

MKTX's initial program for Nexsys involves preparation of a strategic marketing plan including performing research and audience analysis to drive product specific strategies and tactics. Tactical programs under consideration include direct marketing, web development, public relations, trade show participation and advertising.

**About MKTX**

Since its formation in 1998, MKTX has served business-to-business clients, raising visibility and supporting sales growth for a variety of technology, business services, and industrial companies including software and information systems, embedded computing, healthcare, and manufacturing. For more information, go to [www.mktx.com](http://www.mktx.com)

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