



For Immediate Release

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POLAR SYSTEMS, INC. HIRES MKTX TO PROVIDE MARKETING PLANNING AND NEW BRANDING FOR POLAR'S NETWORK SERVICES

BEAVERTON, Ore., July 9, 2007—MKTX, Inc., a full-service marketing communications firm, announced that it has been hired by Polar Systems, Inc. to provide market research, develop a strategic marketing plan, establish a new brand identity and launch a new marketing campaign for Polar's network services offering. Polar Systems, headquartered in Portland, Oregon, is a service provider for network design, implementation and support with clients in Oregon and Southwest Washington.

"We've set some aggressive growth goals for our business, and needed an agency with the right capabilities to help us connect with our audiences," said Ken Colton, Polar System's Director of Operations. "MKTX has a track record of helping technology companies build their brands and launch successful marketing campaigns."

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

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