



## For Immediate Release

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### **SABER CONSULTING, INC. HIRES MKTX TO PROVIDE MARKETING COMMUNICATIONS SERVICES**

BEAVERTON, Ore., December 23, 2005—MKTX, Inc., a full-service marketing communications firm, announced that it has been hired by Saber Consulting to provide multi-product launch planning and positioning, market research, branding, creative services, plus overall execution of marketing communications. Saber, headquartered in Salem, Oregon, is a mid-size provider of industry-specific, repeatable enterprise software solutions, customized for individual government agencies and Fortune 1000 companies. Saber is taking its highly successful public sector-focused consulting business to the next level by developing products it terms “modified off the shelf solutions,” which are less expensive and easier to deploy than custom software, but tailored to an individual business’ needs.

The initial assignment encompasses repositioning and relaunching Saber into defined vertical markets, including healthcare and the public sector. MKTX will also help the company with corporate identity, two product launches, increasing brand awareness through an ongoing public relations program, channel marketing, and broadening their market focus over time.

The brand identity component includes naming three product lines, a corporate style guide, and developing and designing marketing and sales support tools. The public relations effort by MKTX will focus on the development of technical papers and technology articles for trade press publication.

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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