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For Immediate Release

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CAROLINE RENNARD JOINS MKTX MANAGEMENT TEAM

PORTLAND, Ore., August 2, 2004—MKTX, Inc., a public relations and advertising agency, today announced that Caroline Rennard has been appointed Vice President of the company.

The appointment adds another senior marketing resource to the MKTX team, which focuses on bringing an experienced, strategic perspective to solving clients' marketing communications challenges. Rennard left her former position at Young & Roehr Group as Director of Business Development where she significantly raised that agency's visibility and business among technology, manufacturing, educational and consumer companies. "MKTX provides me with the opportunity to apply the strategic marketing experience I acquired at YRG and entrepreneurial experience before that as President of Fox Creative," Rennard said.

Prior to its acquisition by Young & Roehr Group, Rennard founded and ran Fox Creative, a Portland graphic design firm. Before Fox Creative, Rennard pursued a successful career designing packaging and marketing materials for software companies. Rennard is Chairperson of the Software Association of Oregon's Marketing & Sales Special Interest Group, and is active with the Portland chapter of the Association for Corporate Growth, where she serves on the marketing and membership committees.

"Caroline's drive and passion for contributing to clients' business success makes her

an ideal fit for our team,” commented MKTX President Bob Patterson. “ She adds real thrust to the agency’s outreach to small to medium-sized, business-to-business clients who are looking to improve the effectiveness of their marketing programs. She’s extremely well connected in the Portland market, and knows what it takes for companies to succeed in raising their visibility and market penetration.”

Since its formation in 1998, MKTX has primarily served technology clients, building expertise in embedded computing systems, test-and-measurement, information display, healthcare and electric power IT, wireless networking, and industrial manufacturing. Rennard broadens the agency’s reach into industrial, financial and service firms. For more information, go to www.mktx.com.

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