



News Release

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M/C/C and Valtech to Bring Agility to North America

*M/C/C to provide marketing program for international business information
solution provider*

Dallas, Texas – June 5, 2007 – Valtech, a software development solutions provider that uses advanced methodologies to help its clients achieve business agility, is looking for a little agility of its own – for its marketing communications plans. Though the international corporation had offices in the United States, it was looking to reposition itself and expand its presence in North America. And that’s why the company brought in M/C/C, one of the top public relations agencies, to help spread the word about business agility and Agile software development for Valtech’s North American operations.

“Our North American presence as a whole is really about approaching business agility from a whole new angle, and we needed our public relations and marketing communications to reflect that,” Brad Murphy, senior vice president, business development, marketing and sales - North America for Valtech, said. “M/C/C truly understands our market, from our clients to the press, and we knew they would have the creativity and experience to get us results.”

To bring business agility to its clients, Valtech offers a broad spectrum of software development solutions and services that allow them to demonstrate measurable business

value quickly. With its OnDemand Services, Valtech does more than just traditional body-shopping and training; it enables business management and IT to collaboratively address the ever-present customer demands, internal pressures and resource shortfalls of today's changing business environments.

“Valtech has a tremendous reputation for increasing operational efficiency with its methodologies and process transformation approach – in an industry that we just happen to know a lot about,” Mike Crawford, M/C/C president and founder, said. “We’ve got more than 20 years of experience working with clients and press in this market, and we’ll really be able to hit the ground running for Valtech.”

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C's clients dominate their industries, including Alienware, CapRock Communications, L-3 Communications Infrared Products and SYSTIMAX Solutions. The agency's mantra of “living the unexpected” has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C's Web site is <http://www.mccom.com>.

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