

NEWS RELEASE



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MEN MICRO, INC. NAMES THE SIMON GROUP AS AGENCY OF RECORD FOR NORTH AMERICAN MARKETING COMMUNICATIONS PROGRAM

Sellersville, PA, February 2005 – The Simon Group, an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, today announced it has added another world-renown leader of embedded computing solutions to its client roster. MEN Micro, Inc., which offers embedded computing and I/O solutions for demanding industrial, mobile and harsh environment applications, has retained The Simon Group as its agency of record to develop and implement a marketing communications plan to strengthen MEN Micro’s position in the North American marketplace.

Barbara Schmitz, marketing director for MEN Micro, noted, “We needed a company with significant experience in our highly technical marketplace that was also well-known for its marketing ability, and The Simon Group came highly recommended. As we enter our 25th year in business, we will need a solid and well-thought-out communications plan to provide the backbone for the exponential growth we anticipate. The Simon Group will assist us in the development and execution of that plan.”

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The marketing communications program for MEN Micro will include an aggressive public relations plan to ensure that the many industries using MEN Micro's products are educated on all relevant features and benefits. In addition, various advertising techniques, including both print and online strategies, will target the company's primary markets, which include industrial automation, aerospace, transportation and medical engineering. The Simon Group will also provide support for MEN Micro's U.S. trade show schedule, assisting in the development of booth graphics and providing on-site PR support.

Founded in 1986, The Simon Group, Inc. is a full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit www.simongroup.com.

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