



NEWS RELEASE

FOR IMMEDIATE RELEASE January 25, 2008

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FCM Awarded Contract with Centers for Applied Competitive Technologies
FCM to provide technical assistance to 12 sites

Full Capacity Marketing, Inc. (FCM) will undertake an extensive brand strategy process with the Centers for Applied Technologies (CACT), an initiative of the California Community College's Economic and Workforce Development (CCCEWD) program. The CACTs contribute to the vibrancy of California's advanced technology sector by helping them compete successfully in changing markets and the global economy. Through their respective community colleges in which they are housed, the CACT offer technology education, training, and services that contribute to continuous workforce development, technology deployment and business development.

"The fact that 12 different colleges represent the CACT network creates some challenges in defining an effective brand architecture," said Celina Shands Gradijan, President/CEO of FCM. The CACTs receive funding from the Chancellor's office to develop innovative solutions to help technology companies and individuals compete, but they are also strongly affiliated with the colleges which house them."

FCM plans to create a comprehensive brand strategy and engage all of the partnering organizations to participate. The outcome will include a market position assessment, brand platform, and a marketing and communications plan.

"We selected FCM because of their vast experience and track record in creating successful brand strategies for workforce and economic development and educational organizations," said Hank Rogers, Riverside CACT Director and Project Lead. Traditionally, our marketing plan has been somewhat disjointed and consists of purchasing promotional items. We are looking to take that up a notch and help our customers truly understand the benefits of partnering with us."

For more information on FCM, go to www.fullcapacitymarketing.com.

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