



FOR IMMEDIATE RELEASE

Contact: Kate Jennings
Maricich Brand Communications
18201 McDermott West, Suite A
Irvine, CA 92614
Tel. 949-223-6455
Fax 949-223-6451
kate@maricich.com

Maricich Brand Communications Newest Sponsor of OCTANe
*Platinum Sponsorship Supports Networking Hub of
Orange County Medical Technology Leaders*

Irvine, CA, March 28, 2011 — In a bid to support the growth of medical device, pharmaceutical and technology companies in Southern California, Maricich Brand Communications has linked up with OCTANe, the leading networking organization focused on the high-tech and biomedical industries of Orange County. Maricich has committed as a Platinum Sponsor, supporting the continuation of OCTANe's signature events, forums and programs.

OCTANe was founded with the purpose of connecting entrepreneurs and business professionals with capital and resources to fuel technology growth in Orange County. Since 2002, the organization's membership has been comprised of Orange County technology executive leaders, entrepreneurs, investors, venture capitalists, academicians and strategic advisors.

"We know that Orange County is a hub of technology and biomedical companies, and has all the resources that small companies and entrepreneurs need in order to succeed. We want to do everything we can to continue this trend and to help the area grow in this arena. OCTANe

shares this vision, so partnering with them is a perfect match for us,” said agency CEO, Mark Maricich.

With a roster of clients in the medical device, hospital and health service industries, Maricich Brand Communications has a long history of partnering with innovators in the medical and biotechnology industries. To find out more about Maricich Brand Communications, please visit www.maricich.com. For more information on OCTANe, please visit www.OCTANeOC.org.

###

About Maricich Brand Communications

Maricich is a strategic and creative brand development and marketing communications agency that specializes in promoting health and lifesaving brands—those that play an important role in saving lives or restoring quality of life. This includes launching new products and programs in healthcare, medical, pharmaceutical and safety categories, based upon a unique insight of how consumers, professionals, and communities make health and safety decisions. Founded in 1986, Maricich is headquartered in Irvine, California, has 49 affiliate offices worldwide through its membership in the Transworld Advertising Agency Network (TAAN), and is recognized among the leading independent healthcare agencies in the U.S. Detailed information on the company can be found at www.maricich.com.