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Maricich Brand Communications to Exhibit at OCTANe's "VC in the OC"
Event will Showcase Leading Orange County Innovators and Venture Capitalists

Irvine, CA, May 13, 2011— As a part of the agency's ongoing involvement with OCTANe, Maricich Brand Communications is excited to announce that it will exhibit at the upcoming "VC in the OC," a signature OCTANe event. Maricich will participate in the "Innovation Showcase" component of the conference, which will feature 100 exhibits from Orange County's top innovative companies.

The event will take place on May 24, 2011, from 7 a.m. to 6:30 p.m. at the Hyatt Regency, Irvine. The full-day session will feature panels from top OC venture capitalists, a VC "speed dating" experience where attendees will have the opportunity to meet with venture capitalists one-on-one, a Southern California clean tech industry update and keynote presentations from influential Orange County business leaders. The showcase hall will be open from 7:30 a.m. to 3:30 p.m.

The Maricich team will be on hand to discuss with visitors about the agency's accomplishments on behalf of pioneering companies who are setting trends in the health, biotechnology and medical industries. Examples of Maricich's work will be on display.

OCTANe is the leading networking organization for the high-tech and biomedical industries in Southern California. Maricich Brand Communications serves as a Platinum Sponsor for the

organization. For more information on the event, please visit www.vcintheoc2011.com. To learn more about Maricich Brand Communications, please visit www.maricich.com.

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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.