

FOR IMMEDIATE RELEASE

## **CEYX Technologies Selects Crux Communications as Agency of Record**

San Diego, CA – March 30, 2006 – Crux Communications, a PR and marketing communications agency focused on the telecom and datacom industries, today announced that CEYX Technologies® has retained Crux Communications as their PR and marcom agency of record.

Crux Communications will provide communications services such as media and industry analysts programs, market positioning, tradeshow support, strategic counsel and a range of marcom deliverables.

“We’ve worked with Crux Communications since the beginning of 2006 and have been impressed with their approach and results,” says Jim Day, Vice President of Marketing, CEYX Technologies. “Crux Communications has worked diligently to ensure CEYX exposure to the industry’s most influential trade media and industry analysts. We’re looking forward to continuing to work with Crux to help us execute our communications strategy.” Day continues.

CEYX® Technologies, Inc. is the leading provider of software-enabled control systems for light emitting devices. CEYX' patented technology replaces analog hardware circuitry with an intelligent digital software solution that improves product functionality and reduces manufacturing costs for a wide array of OEM applications. Founded in San Diego in 2001 by Carol Fuller and Jorge Sanchez, CEYX ' intelligent digital software solution enables design teams to replace an entire power-hungry, single-use circuit board with a smart, adaptive, digital file which can be embedded in any off-the-shelf or custom microprocessor.

“It’s exciting to work with a technology company like CEYX Technologies that is really revolutionizing the datacom and display markets with their new digital approach,” says Charlotte Rubin, Managing Director of Crux Communications. “CEYX is in the process of commercializing their patented technology with tier-one datacom and display OEMs. It’s thrilling to be chosen as their communications partner and help them turn their innovations into a commercial success.” Rubin continues.

## **About Crux Communications**

Crux Communications is a full-service PR and marketing communications agency, focused on providing communications services to the telecom/datacom industry. Crux Communications specialize in business-to-business communications bringing together messages, audiences and channels in order to create synergies that will multiply the overall communications impact. With extensive experience managing and implementing communications programs across the globe, Crux Communications works with clients ranging from start-up organizations to Fortune 500 companies and has expertise in a broad range of PR, marcom, branding and marketing disciplines.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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