



FOR IMMEDIATE RELEASE

I.C.G. Leverages the Expertise of Crux Communications as Their Agency of Record

San Diego, CA – January 3, 2008 – Crux Communications, a full service PR and marketing communications agency, focused on providing communications programs to wireless companies, today announced that it has been selected by Internet Connectivity Group (I.C.G.), a leader in wireless connectivity, to provide PR and marcom services.

Crux Communications will have a fundamental role in advancing I.C.G.'s profile and new product portfolio through marketing and communications services such as strategic counsel, advertising, tradeshow management, industry and media relations and market positioning.

“Understanding the industry we’re in and the content around our products and services was one of the deciding factors when we selected Crux Communications as our PR and marketing communications partner,” says Gordon Davidson, COO of I.C.G. “Crux Communications’ extensive expertise within the wireless field and their professional approach makes us confident that we will reach our aggressive PR and marketing goals.”

I.C.G. is revolutionizing the digital signage industry with their wireless solution that enables reduced costs and implementation times with a true plug-n-play solution supporting any content format for HD displays.

“We’re very excited to help I.C.G. launch their solution in the Americas and globally,” says Charlotte Rubin, Managing Director at Crux Communications, Inc. “I.C.G. is entering the rapidly expanding digital signage market with the most innovative wireless solution, and we’re excited to serve as an extension of their in-house marketing efforts.”

About Crux Communications

Crux Communications, Inc. specializes in integrated communications strategies – bringing together messages, audiences and communication channels. Crux Communications has global experience and expertise in strategic communications development, branding, public relations, marketing

communications, direct, mobile and online marketing, advertising and overall creative execution. www.cruxcomms.com

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