



NEWS RELEASE

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BYRUM INNOVATION GROUP CHOSEN AS SC LAUNCH! PARTNER

BIG Selected as a Marketing Resource Partner to Participate in Program

GREENVILLE, SC – APRIL 10, 2007 – Byrum Innovation Group – a marketing communications firm that brings Silicon Valley success to companies in the Southeast corridor -- announces that it has been selected as a key resource partner by SC Launch!.

“Innovation is exploding in South Carolina and through SC Launch! we have the opportunity to help companies build value – value that translates into knowledge economy jobs and contributes to the economic development of South Carolina,” Kristie Bohm Byrum, APR, CEO, Byrum Innovation Group said. “This program offers access to the support that emerging companies need in order to accelerate their ability to create jobs and contribute to South Carolina’s growth.”

The SC Launch! Resource Partner Program is designed to provide support for start-up companies in the state by linking them with a network of experts from various areas of business development and management.

As an SC Launch! partner, Byrum Innovation Group, will act as a strategic marketing communications resource for emerging growth companies participating in SC Launch! These companies can tap into the Byrum Innovation Group’s high-level marketing communications expertise and resources in planning and implementing programs that will have a tangible effect on branding and job creation in South Carolina. “We bring the lessons of Silicon Valley and Austin to the Upstate, bringing real-world expertise to emerging companies in the Southeast region,” Byrum said.

SC Launch! is a collaborative effort among the South Carolina Research Authority (SCRA), Clemson University, the University of South Carolina, and the Medical University of South Carolina to accelerate entrepreneurial growth of technology start-up companies in the state by delivering tools for success, creating high-paying jobs and building equity in the future for all South Carolina.

About Byrum Innovation Group (BIG):

Byrum Innovation Group is a strategic marketing communications firm that delivers Silicon Valley success to innovative companies operating in the Southeast. BIG offers strategic branding communications that bolsters value for business.