



NEWS RELEASE

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MEDIA CONTACT:

Kristie Byrum (864) 242-1102

Byrum Innovation Group, Inc

Kristiebyrum@byruminnovation.com

**PINPOINT GEOTECH SELECTS BYRUM INNOVATION GROUP AS
AGENCY OF RECORD**

BIG Implementing National Marketing Program for Technology Company

GREENVILLE, SC – July 18, 2008 – The Byrum Innovation Group – a strategic marketing and communications firm that specializes in working with innovative companies– has been appointed by PinPoint GeoTech as the technology company’s agency of record.

“The Byrum Innovation Group (BIG) has directed the strategic planning for our marketing initiatives, and we are now working collaboratively to actively implement the nationwide marketing program,” PinPoint GeoTech CEO Jim Oswald said. “What attracted us to BIG was the company’s extraordinary depth of marketing and corporate knowledge and experience, blended with a legacy of success.”

Clemson-based PinPoint GeoTech, Inc., provides the PinPoint GeoWorks Government Solution Suite™ to cities and counties throughout the nation to help them cope with critical issues such as rising fuel cost and environmental issues. PinPoint GeoTech helps government departments, such as public works, codes enforcement, and disaster management, reduce risk, minimize cost and promote a healthful environment through technology innovation.

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Byrum Innovation Group, Inc.
403 Woods Lake Road, Suite 201
Greenville, SC 29607
864.242.1102

PinPoint GeoTech approached The Byrum Innovation Group in the Spring of 2008 to assist with developing a marketing action plan that would accelerate the start-up company's path to achieving national scale. Today, The Byrum Innovation Group provides strategic marketing planning and counsel, investor relations, public relations, and collateral materials services.

"PinPoint GeoTech is a rising star in South Carolina's Knowledge Economy, and it's an honor to work with the management team in helping them navigate their universe," Byrum Innovation Group Chairman Reed Bolton Byrum said.

SC Launch has recognized PinPoint GeoTech with a \$200,000 investment in July 2007. PinPoint GeoTech and its partners have also received three awards from industry and technology groups for outstanding innovation, including the prestigious InnoVision Small Enterprise Award.

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About PinPoint GeoTech: PinPoint GeoTech, which was successfully spun off from 20-year-old OA Technology Group, is led by Jim Oswald, a recognized technology executive who has developed multiple, effective technologies for governmental and commercial applications. Co-founder Taji Richardson is a software and communications expert who has developed multiple solutions for governmental and private entities. For information visit www.pinpointgeotech.com.

About Byrum Innovation Group, Inc.

The Byrum Innovation Group (www.byruminnovationgroup.com) is a strategic marketing and communications resource for companies bringing innovative business models to the marketplaces of commerce and investment. The Byrum Group delivers expertise and experience from technology centers such as Austin and Silicon Valley to the Southeast, to effectively position client companies for maximum value in the marketplace. Service areas include strategic marketing communications planning and implementation, investor relations, corporate reputation and crisis management, and public relations.