



Marketing Professionals,

The AlwaysOn Network retained MRB Public Relations, Inc. to help with our launch and with the AlwaysOn 2003 Innovation Summit. We initially went to MRB because of their previous track record in providing editorial research to America's leading media outlets. Their research and story packaging ideals were well aligned with my own for AlwaysOn and as the creator and editor in chief of the Red Herring. We believed that their connections combined with our own would provide a powerful draw for major business and technology media. That belief reflected extremely well in our future endeavors.

MRB exceeded our expectations by confirming a literal who's who in technology journalism to attend the AO 2003 Innovation Summit. Michael Becce and his very capable staff also helped us to put together a media panel comprised of leading technology writers and editors of various market segments. Media confirmed for the AO Summit included Business Week, CNBC, TechTV, CBS Marketwatch, Business 2.0, CIO, the Economist, Forbes, Fortune, Newsweek, U.S. News & World Report, Associated Press, Financial Times, Investor's Business Daily, New York Times, San Jose Mercury News, USA Today, Wall Street Journal, ABC News, CNET, Wired, Los Angeles Times and many others.

MRB was a pleasure to work with. I would highly recommend anyone looking to increase media exposure at bargain rates give them a call. You won't be disappointed!

Sincerely,

Tony Perkins
Founder & CEO, AlwaysOn Network



Tony is a pioneering media entrepreneur and a prominent opinion leader in the technology business and investment editorial world. Tony earned this distinction as the creator and editor in chief of Red Herring, which he founded in 1993, and the AlwaysOn network, his current venture. Tony cowrote *The Internet Bubble: Inside the Overvalued World of High-Tech Stocks* (HarperBusiness, 1999), a book that foretold the dot-com bust and warned investors to get out quick. *The Internet Bubble* became an international bestseller; a sequel was published in 2001. Tony continues to chronicle the technology world in a regular column for the *Wall Street Journal* and as a television commentator for MSNBC's "Hardball with Chris Matthews," CNN, CNBC, BBC, and Bloomberg Television. His prolific editorial output consistently lands him on the list of top ten technology business journalists by AdWeek's *Technology Marketing* magazine. Tony's public activities include serving on President George W. Bush's Information Technology Advisory Council. He co-founded and chaired Silicon Valley's premier business and technology forum, the Churchill Club in Palo Alto, California. Prior to launching Red Herring and AlwaysOn, Tony was founder and CEO of Upside Publishing and vice president of business development at Silicon Valley Bank.