



#### Contact

Christine Slocumb  
Clarity Quest Marketing  
734-864-4094  
[chris@clarityqst.com](mailto:chris@clarityqst.com)

## Clarity Quest Marketing Expands Michigan Client Base

*Technology marketing firm launches website for one company, signs another.*

ANN ARBOR, MI – July 8, 2008 – Technology marketing firm, Clarity Quest Marketing, announces the completion of a website and internet marketing campaign for CTC Technologies of Ann Arbor and the signing of IT<sup>2</sup> Solutions of Livonia.

The revamped CTC Technologies website boasts a modern, polished look and feel along with on-page search engine optimization and a content management system (CMS).

For IT<sup>2</sup> Solutions, Clarity Quest will be rebranding the company and first product line.

“We’re extremely pleased with Clarity Quest’s online marketing efforts,” said Corey Faupel, President of CTC Technologies. “We are already getting a substantial number of qualified leads from online campaigns. We look forward to working with Clarity Quest on upcoming campaigns.”

**CTC Technologies** (<http://www.ctctechnologies.com>) is a premier provider of IT hardware, software and integration services for businesses and government agencies across the U.S. CTC Technologies is headquartered in Ann Arbor, Michigan, with offices in Chicago, IL and Colorado Springs, CO.

**IT<sup>2</sup> Solutions** is a software startup that designs and markets systems for optometry retailers. Clarity Quest will initially create messaging and a new brand identity for the company and its product line.

“We are so thrilled to be working two technology businesses that are models for reinvention of the Michigan economy,” said Christine Slocumb, president of Clarity Quest Marketing. “It’s exciting to watch these companies grow even in a down economy.”

### **About Clarity Quest Marketing**

Clarity Quest Marketing combines technology know-how with marketing and business acumen to provide marketing services to high-tech companies across the

U.S. Founded in 2001, Clarity Quest serves companies in the biotechnology, software, hardware and professional services industry. Clarity Quest is headquartered in Ann Arbor, Michigan with a satellite office in Seattle. The company publishes the Out of the Fog Marketing blog (<http://www.clarityqst.com/blog.asp>). For more information please visit [www.clarityqst.com](http://www.clarityqst.com) or call 734-864-4094.

# # #