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For immediate release

**Loaning Profits to Third-world Entrepreneurs is Mission
of Ann Arbor Marketing Firm**

Clarity Quest Marketing grants microloans to small businesses in developing countries

ANN ARBOR, MI – Sept 21, 2007 – “Nothing succeeds like success” is a time-honored truism in business, and Clarity Quest Marketing is bent on spreading its success to budding businesses in the third world.

To foster entrepreneurship around the world, Clarity Quest Marketing announced today it will loan a percentage of the company’s net profits in 2007 and 2008 to business owners in developing countries via Kiva.org – an organization which provides microloans to unique small businesses in developing countries. Through Kiva, companies and individuals can "sponsor a business" and help the world's working poor make great strides towards economic independence.

“American entrepreneurs, especially women, are so lucky to have access to capital to start a venture,” said Christine Slocumb principal at Clarity Quest. “Our firm cannot think of a better way to change lives than by helping fledgling business owners achieve financial independence.”

As an incentive to its neighboring Michigan technology businesses, Clarity Quest offers a 5 percent discount on new marketing services to any client that also funds a microloan through Kiva and places a Kiva banner and web link on its website.

About Clarity Quest Marketing

Clarity Quest Marketing combines technology know-how with marketing and business acumen to provide marketing services to small to medium-sized technology 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 or call 734-864-4094.

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