



FOR IMMEDIATE RELEASE

Contact:
Laura Tankersley
104 West Partners
720.407.6071
Laura.tankersley@104west.com

104 WEST PARTNERS GROWS ITS STRATEGIC LEADERSHIP TEAM

Firm names Jennifer Dunlap Roane its first vice president and hires MacLean Guthrie as an account director

DENVER, Colo., Feb. 11, 2008 – 104 West Partners, a strategic communications firm specializing in innovative technology companies, today announced the promotion of Jennifer Dunlap Roane to vice president and the addition of MacLean Guthrie to its staff as an account director, to support the firm's growth and strategic direction.

"Jennifer is the first vice president in our history and that fact reflects both the importance of this promotion and how much the partners at 104 West respect and value her work," said Patrick Ward, partner at 104 West Partners. "In looking at Jennifer's breadth of experience and her accomplishments thus far with the firm, we feel that she was the right person to help lead our agency to achieve additional growth and maintain our leadership as the largest technology-specific public relations agency in the region."

During her tenure with 104 West Partners, Roane has played an integral role in helping clients grow their companies with winning launch strategies and momentum-building campaigns. She has successfully helped companies develop their corporate positioning, drawing from her 13 years of providing strategic counsel to companies such as CreekPath, GE's Access Distribution, General Motors, MX Logic, Qwest. As vice president, Roane will assume a broader role over the firm's accounts and take on additional agency operational responsibilities, in addition to continuing to play a prominent part on her current client accounts.

Bringing her nearly 12 years of public relations experience to the firm, MacLean Guthrie will assume the role of account director where she will be responsible for managing several of the agency's accounts. In this position, Guthrie will focus on developing strategic initiatives and will draw from her extensive experience in media relations, crisis communications and leading strategic communications campaigns. Prior to joining 104 West Partners, Guthrie served as the director of corporate communications for Quark, where she was responsible for coordinating the company's global public relation efforts. Previously, she held senior-level communications positions with WebMD, GE Access, New York City's economic development agency under the Administration of Mayor Rudolph W. Giuliani and the City of New York's children's services agency under Mayor Michael R. Bloomberg.

"As our agency continues to experience success and growth, we are constantly on the lookout for bright, seasoned PR professionals that can both architect and execute sophisticated communications programs," said Kathryn Marshall, partner at 104 West Partners. "MacLean has spent a great deal of her career managing PR efforts for a variety of technology companies and her experience lends itself well to the broad base of innovative tech firms we have in our client portfolio."

104 West Partners specializes in communicating technological innovation. The company provides strategic advice and counsel to clients as they forge new markets and evolve their businesses within those markets. In addition to providing strategic communications, 104 West Partners also offers a full suite of public relations and analyst relations services.

About 104 West Partners

Founded in 2003, 104 West Partners is a strategic communications firm with offices in Denver and Seattle. The firm specializes in working with innovative companies to successfully launch a new business, refine existing market positioning, introduce a new technology or product, enter into new markets, or promote the next great idea by leveraging public relations, analyst relations and other communications services. 104 West clients are funded by some of the most respected venture capital firms in the world, including Kleiner, Perkins, Sequoia Capital, Sutter Hill Ventures, Accel Partners, Sequel Ventures, Meritage Funds, Mayfield and Technology Crossover Ventures. For more information, please visit www.104west.com.

#