

PRESS RELEASE – FOR IMMEDIATE RELEASE

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**Pyxl Launches Virtual Marketing Programs
Designed to Help Companies Increase Marketing ROI During Down Economy**

Knoxville, Tenn. – March 18, 2009 – Knoxville-based marketing services firm, Pyxl (formerly Image Communications), announced today the launch of its Virtual Marketing Programs. With its Virtual Chief Marketing Officer and Virtual Marketing Team offerings, Pyxl is partnering with CEOs and VPs of Marketing to deliver high-quality marketing services at a significantly lower cost than traditional marketing organizations.

“Two major trends have businesses rethinking how they approach marketing,” said Brian Winter, Managing Partner of Pyxl. “The tough economic climate is the obvious, but the rapidly evolving and dynamic nature of marketing is creating even more uncertainty around whether traditional marketing organizations can keep up with a new paradigm of reaching and capturing new customers.”

Pyxl’s Virtual Marketing Programs are designed to give businesses the expertise they need without having to hire and maintain that expertise in-house. Led by former high-tech sales and marketing executive, Brian Winter, Pyxl is partnering with CEOs and VPs of Marketing to completely re-examine the traditional approach to in-house marketing organizations. The results have delivered significantly decreased marketing costs and increased return on marketing programs.

According to a 2008 marketing trends survey by GlobalSpec, Inc., the top three stated marketing challenges for companies include generating quality leads, having too few marketing resources and improving marketing ROI. These results indicate that organizations need to find new ways to make the most of limited marketing resources by investing in programs that deliver quality leads with high potential for sales.

“With Pyxl, we successfully converted our marketing model and redefined our traditional marketing organization,” said Gary Voight, CEO of CorasWorks. “Using Pyxl’s Virtual Marketing Programs we are getting much better at finding the right type of prospect and our 2009 marketing expense will be 50% of what we spent in 2008.”

For more information on Pyxl’s Virtual Marketing Programs, visit www.imagecommunications.com/vmp.

About Pyxl, Inc.

Founded in 2000, Pyxl, Inc. (formerly Image Communications, Inc.) specializes in delivering high-quality online marketing services in the areas of strategy, online branding, campaign management, social media, public relations, graphic design and web development. Pyxl combines business expertise with award-winning creative genius to deliver marketing solutions that produce results. Contact Pyxl at 865-690-5551 or visit www.thinkpyxl.com for more information.