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Press Release



Crane MetaMarketing adopts SmartSupport™ by The RetroTechs as a complete IT solution for their entire network.

Atlanta, GA, June 20, 2008: The RetroTechs, the Southeast's premiere IT services provider to the small -and medium-sized business market, today announced they will provide Crane MetaMarketing, Ltd. with their SmartSupport™ IT managed services solution across the company's entire network.

SmartSupport™ managed IT services fit perfectly with Crane MetaMarketing's IT needs. *"As a current client, CRANE was well aware of our abilities on the Macintosh platform. When they realized that they needed the same level of superior support and service levels with their PC platform it was a natural fit to upgrade the relationship to our latest generation of a managed solution,"* said Joe Schum, Sales Director of The RetroTechs. *"SmartSupport™ encompasses CRANE's entire network regardless of platform. CRANE and The RetroTechs share a common business philosophy – provide solutions that enhance customer productivity and profitability."*

SmartSupport™ allows The RetroTechs to monitor and remotely access the key elements of CRANE'S network, from servers, firewalls, and desktops. In many cases our team can securely identify and neutralize problems before the client is even aware of them. Days of downtime can be reduced to hours or even minutes.

"For a small or medium sized business, finding IT support is easy. But finding IT support that is truly customer-focused and resolution-oriented is quite another, and much, much harder. The RetroTechs fit squarely in that second category, and offer SMEs something we used to have to spend a fortune on at a price point perfectly aligned with our budget. The professional services team at The RetroTechs understands the challenges and opportunities that companies like ours face, and have figured out how to provide excellent service and proactive advice." Peter BG Shoemaker, COO, Crane MetaMarketing, Ltd.

Remote support is augmented by on-site visits, so consultants can also perform projects, such as new equipment installation, software deployment, or hardware maintenance. This approach provides clients with the best of both worlds: Incredibly fast response times and the vital human touch on technology.

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“Our RetroTechs consultant offers us the service and responsiveness we have come to expect from our decade long relationship with RetroTechs. Our RetroTechs consultant brings two more assets on top of his professional capabilities: enthusiasm and curiosity. Instead of just working to fix a problem, he does the research to determine why it occurred, and how to prevent recurrences. And better yet, he stays cheerful while he pursues this quest. We’re delighted with The RetroTechs.” Patti Crane, Founder and President, Crane MetaMarketing, Ltd.

In conclusion, Schum adds, *“The RetroTechs is proud and excited to enhance their relationship with Crane, a long-term client, who made the decision to move from a more traditional support strategy and partner with us on SmartSupport™. We are both already experiencing the benefits of this win/win approach by utilizing the managed services model.”*

About Crane MetaMarketing, Ltd.

CRANE delivers successful branding campaigns that are individually tailored, grounded in institutional values, targeted through insightful market research, and expressed through compelling communications. We can help you distill and convey your identity, attract your best-fit audiences, define and capture your market position, and initiate needed change.

For more information, visit <http://www.cranebrandwork.com>

About The RetroTechs, Inc.

Since 1990, The RetroTechs has delivered professional IT services and solutions at a level traditionally available only to large corporations. We partner with our clients, focusing on their short term needs and long term goals, ensuring mutual success. We accomplish this through a unique combination of proactive technology and professional expertise. *People, Passion and Performance - this is The RetroTechs advantage.*

For more information, visit <http://www.retrotechs.com>