

Market4Demand Announces Lucie Newcomb as New Advisory Board Member

Lucie Newcomb, Global Strategist and CEO, NewComm Global Group, Joins Market4Demand Advisory Board

SAN FRANCISCO, CA (XXX) – January 9, 2012 - Market4Demand, Inc. (<http://www.market4demand.com>), a Silicon Valley technology, life sciences and educational marketing consulting firm, announced today that the company has named a new member to serve on its Advisory Board. The Advisory Board, launched in November of 2008, consists of respected and successful Silicon Valley professionals committed to helping Market4Demand meet its goals for continued expansion and further contribution to the resources available to entrepreneurs and executives. Ms. Newcomb will join three existing distinguished Advisory Board members, Chris Gill, current chief executive officer at SVForum and former president and chief executive officer of SVASE who has co-founded 8 companies, with 6 achieving profitable liquidity events; Brian Reaves, vice president of Service Delivery for SAP America; and Dr. Stephen McElfresh, Principal and Founder at HR Futures who has served as former chief executive officer of Saratoga Institute and as chief HR officer for SRI International, Exponent, and Friden Alcatel.

"xxx "said Ms. Newcomb. "I'm flattered to advise Market4Demand on global strategy best practices for its clients and provide insight about the unique global marketing, social intelligence and leadership challenges faced by startup and midrange technology, life sciences, educational, and nonprofit organizations."

Lucie M. Newcomb, founder and President of The NewComm Global Group, Inc., has been opening markets and opportunities for market leaders, like Johnson & Johnson's LifeScan, and innovative former startups, such as Quote.com, for more than 15 years. Notably, Ms. Newcomb built a worldwide channel for IT market research and business intelligence leader, Frost & Sullivan, doubling Sales within 6 months. In addition, with over 10 years of global experience in most regional trading blocs, she has significant bench-strength in EMEA and Emerging Markets worldwide. Proficient across the marketing mix, she specializes in Global Marketing Strategy – Go-to-Market to pricing systems to foreign direct investment (FDI), Business Design and Sustainability – Organizational change, capacities, revenue flows and culture, and Integrated Sales and Marketing Platforms – Web and traditional thought leadership and programs.

Hers was one of only 35 consultancies approved by the South African government for its productivity improvement program. She has also held a number of leadership roles, including Co-Founder with the United States Consul General of the Cape-American Business Council in Cape Town, South Africa. She has also been a contributing magazine columnist on global marketing and Internet topics.

In addition to Advisory Board roles, she has also been on the Boards of professional and community groups, such as the Silicon Valley American Marketing Association, since 1991. She currently leads the Leader as Reader Virtual Book Club for the International Leadership Association and is on the organizing committee for TEDX Bay Area Women. Ms. Newcomb is a graduate of the University of California at Berkeley and earned her Master's degree in Leadership Studies from Saint Mary's College. She is also an accredited coach in the Hall-Tonna Values Inventory, a recognized methodology for Leadership Development and Organizational Change and Transformation.

The Market4Demand Advisory Board members all bring experience and unique insights to business for both

Market4Demand and its entrepreneurial and executive clientele. Together, the Advisory Board members will help Market4Demand expand and improve its marketing service offerings designed for entrepreneurs and CEOs in midrange enterprises as well as leaders of entrepreneurial departments within large organizations.

"We believe that the vast global expertise and zeal shown by Ms. Newcomb will be invaluable as we build a scalable organization that continues to attract successful entrepreneurial customers -- and that helps our entrepreneurial and CEO clients attract and motivate their exceptional employees and grow their marque customer base," said Sarah Autrand, founder and chief executive officer of Market4Demand, Inc. "Ms. Newcomb will be a tremendous resource to Market4Demand and our executive customers as they navigate the global business challenges associated with growth and becoming a successful business."

To learn more about the Advisory Board at Market4Demand, visit <http://www.market4demand.com/about/board.html>

About Market4Demand

Leveraging industry best practices and emerging trends, Market4Demand is a technology, life sciences and educational marketing consulting firm that delivers strategic and tactical services designed to successfully market innovative products and services. Representing enterprise and consumer products and services, Market4Demand clients include Sun Microsystems, Fujitsu, A3 Solutions, Contivo (acquired by Liaison Technologies), Saqqara (acquired by Parts River), Workshare, DigitalPersona and Cartesis (acquired by Business Objects), Proximex (acquired by ADT Security Services, Inc.), Spinal Integration, LLC, Rhausler, Inc., First Focus Learning Systems, Gorin Tennis Academy, Gorin School of Music, and Hewlett-Packard. The company specializes in interim executive marketing, marketing planning and implementation, product marketing, and all aspects of marketing communications, including social media, mobile marketing and digital strategy. Market4Demand is headquartered in San Francisco, California. For more information about Market4Demand and its services, visit <http://www.market4demand.com> or call (415) 218-6041.

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