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For Immediate Release

**Information
Support
Concepts, Inc.**

Press Release

Information Support Concepts, Inc. Builds Identity and Brand Awareness

Information Support Concepts, Inc located at 714 N. Watson Road Arlington, Texas 76011 has kicked off 2005 with a burst of marketing activity. For the first time ISC is conducting a targeted marketing campaign designed to build identity and brand awareness.

Over the years ISC has grown from a small company specializing in the sale of a comprehensive line of computer-related items ranging from server cabinets, computer tables, relay racks, computer chairs, KVM switches to over 2,000 cataloged items today. Information Support Concepts makes a point of seeking out unique, hard to find items that fill customer needs. The currently featured item is a low-profile server rack cabinet that has tremendous appeal.

"Our commitment to customer service and quality products is the combination that has enabled us to grow" said Kevin Hunt, Senior Vice President, Marketing and Sales. "Our success has enabled us to take the necessary steps for further growth. We have upgraded our systems, added personnel, and initiated a marketing campaign designed to firmly position ISC with our target market."

In January 2005, Information Support Concepts kicked-off an advertising campaign in select industry publications that is reinforced by an on-going direct mail program designed to support existing customers and attract new business.

Find out more about ISC at www.iscdfw.com or call 1-800-458-6255 for additional information.
