



NEW COMMUNICATIONS AGENCY, CORECUBED, BRINGS TOP TALENT, BUSINESS-SAVVY EXPERTISE AND A UNIQUE APPROACH TO MEETING BUSINESS COMMUNICATION NEEDS

A natural spin-off of My Virtual Corp, corecubed provides full-service marketing, PR and design services using some of the nation's top integrated communications experts

Louisville, KY (October 31, 2003) -- Leading resource for top talent to develop, support and grow businesses, My Virtual Corp, announces the launch of **corecubed**, a full service marketing, design and public relations partner. **corecubed**'s strategic approach integrates communications efforts to help clients create high-impact campaigns to launch or rebrand products or companies, refresh stale businesses and/or refocus and integrate business messages for better results.

corecubed builds upon My Virtual Corp's successful model of matching top talent in the marketing, design and PR fields with companies seeking to grow their business and establish a positive reputation through focused communications efforts.

"**corecubed**'s unique approach of using independent communications professionals means that clients have access to some of the nations top marketing strategists, graphic and web designers and PR experts available who have a successful history of generating results and a reputation for being a vital part of their client's ongoing business success," said Merrily Orsini, Managing Director of **corecubed**. "Additionally, not amassing an office fully staffed at all times means that clients avoid overhead costs typical of other agencies, and allows for a higher quality product that is high value for the price."

corecubed's team of proven experts help businesses elevate their profile and build solid reputations by integrating key messages across marketing, PR and design channels to deliver them in a clear, accurate and compelling way. **corecubed** is built on the belief that the core of telling a story or getting the word out is threefold: making sure key messages are what the

intended audience needs to hear, making certain that the target audience is correctly identified and creating a visual image that supports the key messages.

Bringing more to the table than just communications expertise, **corecubed**'s skilled practitioners are in the business of business. As experienced business owners themselves and industry experts, their strategic thinking enables companies to achieve a wide range of business goals and create comprehensive communication plans that focus on bottom line objectives and lead to lasting business success.

With a growing list of satisfied clients, **corecubed** was launched in response to increasing market demand for affordable, high quality and results oriented communications services. Using the best communications technology and resources available allows **corecubed** to create and implement competitive campaigns that get results. An easy, one-stop shop for many business needs, **corecubed** provides excellent customer service and on-demand attention. Further information can be found at www.corecubed.com.

About corecubed

corecubed provides integrated marketing, design and public relations services using a strategic approach to help clients create high-impact campaigns to launch or rebrand products or companies, refresh stale businesses and refocus and integrate business messages for better results. Launched in October 2003 as a natural spin-off of My Virtual Corp, **corecubed** builds upon My Virtual Corp's model of matching top talent in the marketing, design and PR fields with companies seeking to grow their business and establish a positive reputation through focused communications efforts. Further information can be found on the Web at www.corecubed.com or by calling 800-370-6580.

About My Virtual Corp

Louisville, KY based My Virtual Corp provides top talent for critical business needs including business development, support and growth services. Founded in 1998 by Merrily Orsini, the company helps clients in achieving their goals through a unique strategic approach using expert teams of world-class professionals matching skills, industry experience and education to clients' business and project requirements. My Virtual Corp specializes in integrated marketing, PR, design, Internet, technology and support networking. Further information can be found on the Web at www.myvirtualcorp.com or by calling My Virtual Corp at 800-370-6580.

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