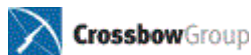




## Search Results for Google



March 16, 2005 09:42 PM US Eastern Timezone

### **Bocada Selects Crossbow Group for Closed-Loop Brand Development, Lead Generation and Conversion**

WESTPORT, Conn.--(BUSINESS WIRE)--March 16, 2005--Leading enterprise software company Bocada(R) has selected Crossbow Group as its agency of record. Crossbow Group will handle creative assignments for direct marketing, advertising, web and trade show marketing as well as other new business development efforts. Riggs Eckelberry, the firm's West Coast Managing Director, will also be working closely with the Bocada team to develop, implement and rapidly integrate a closed-loop marketing and systems infrastructure.

#### About Bocada

Bocada is dedicated to ensuring that data protection services, systems and processes meet organizational objectives for quality, cost and compliance. Today, leading corporations and government organizations worldwide trust Bocada to improve data recoverability, reduce the cost of data protection, and ensure compliance with policies and regulations. Bocada solutions have been deployed at more than 165 market-leading customers and partners around the globe, including Amgen, BankOne, Cap Gemini Ernst & Young, SBC, Sprint, Unilever and Xerox. Bocada is a private company headquartered in Bellevue, Washington.

For more information about the company, go to [www.bocada.com](http://www.bocada.com) or call Drake Pruitt, Vice President of Marketing, at (425) 818-4409.

#### About Crossbow Group

Crossbow Group is a full-service marketing and communications agency with expertise in developing high impact programs that drive measurable results - across the entire spectrum of communications media.

The firm's client list includes EchoStar's Dish Network, Staples, Intuit, Weekly Reader, Pitney Bowes, Tauck World Discovery, the Christopher Reeve Paralysis Foundation and other well-known brands.

For more information about the company, go to [www.crossbowgroup.com](http://www.crossbowgroup.com) or call Jay Bower at 203-222-2244.

#### Contacts

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