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JRW Associates, Inc. Purchases ShowLogic Presentation Platform
“Endless Possibilities” for Use Include Sales and Trade Show Applications

Raleigh, N.C. (July 16, 2008) – ShowLogic, a presentation platform designed for sales and marketing professionals, will now be the standard presentation tool used by JRW Associates, Inc., an independent employee benefit advisory firm in Raleigh, N.C.

“We saw endless possibilities,” said Randy Willis, president of JRW, as to their uses for ShowLogic. “The more we put in, the more we thought we could add.”

Released by the Catevo Group in March, ShowLogic allows users to organize, link and easily navigate a wide range of traditional and interactive media. ShowLogic works with existing presentation tools, including PowerPoint, Adobe Flash animations, Windows Media files, photographs and PDF files. Imported files can be accessed instantly in any order to allow users maximum flexibility and control.

“We work with companies of all sizes, selling both new business and renewals,” said Tracy Gregory, manager of technology for JRW. “Traditionally, we’ve been limited by the linear nature of PowerPoint, putting potential clients on hold until their question arrives later in the presentation. But ShowLogic allows us to change the presentation on the fly seamlessly, based on the interest of the audience.

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“With all the pieces under one umbrella, we can merely touch on certain elements or do more in-depth discussions depending on how the conversation may lead,” she continued. “Even though we prepare for every meeting and try to understand what a client will be looking for, you don’t always know what will be most important until you get into the room.”

Willis agrees that ShowLogic’s flexibility “allows us to be consultative, which mirrors our approach to client relationships as well.”

"ShowLogic turns a traditional, predetermined, sequential monologue into an interactive conversation," said Tina Deatherage, Catevo's vice president of sales and marketing for ShowLogic. "With ShowLogic, users can incorporate the latest technologies in a meaningful way, accessing them in any order, at any time, keeping key messages and dynamic supporting material front and center."

“We have a lot of Web-based tools that were hard to demo with PowerPoint,” said Willis, “but with ShowLogic, they’re built right into the presentation, allowing us to access them in real time. We’ll be integrating streaming video, commercials, news stories and Flash pieces,” he added, noting that the tool’s cutting edge nature casts his firm in a similar light.

JRW plans to use ShowLogic at trade shows as well, and looks forward to utilizing the analysis tools, which allow users to track how much time was spent on each element. Gregory noted the feature will help them continually evolve their presentations based on where customers’ interests lie.

“We’ve already taken ShowLogic to our national association to tell our partner firms about it,” explains Willis. “We think we’ve just hit the tip of the iceberg with what this tool can do for us.”

For more information on ShowLogic, visit www.show-logic.com or contact Tina Deatherage at (866) 750-5411.

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The Catevo Group provides comprehensive communications and marketing counsel to clients in a wide range of industries. Focusing on key capabilities within integrated communications, marketing/advertising and technology services, The Catevo Group creates dynamic, individual-to-the-client communications programs that stand out in today's crowded marketplace. Through this integrated approach, The Catevo Group aims to establish a new benchmark for communications consultancies. With offices in the U.S. and the Middle East, and global connections through The WORLDCOM Group, The Catevo Group is well-positioned to support any client's unique communication needs anytime, anywhere. For more information, please visit www.catevo.com.

About JRW Associates, Inc.

JRW Associates, Inc. (JRW) is an independent employee benefit advisory firm located in Raleigh, North Carolina. The Company was founded in 1991 on the principals of trust, integrity, professional advice and sound business practices. JRW offers its clients year round resources needed to manage and maintain a competitive employee benefit plan. JRW manages over \$140 million in annual premiums, and its staff has over 100 years experience in the employee benefit arena. Additionally, JRW is a member firm of United Benefit Advisors (UBA), which is an exclusive national organization of independent advisory firms who are selected on the basis of strict criteria and by invitation only. Through the combination of the resources afforded us through UBA and the local knowledge and expertise provided by JRW, we are able to provide our clients with superior results. For more information, please contact us at info@jrwassoc.com.