

For Immediate Release

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**QUOTEMASTER CHOOSES KITE FOR
UPCOMING BRAND PROJECT**

Kite focuses on building and implementing authentic brand experiences

SEATTLE, Wash. --- February 29, 2008 --- Kite, a brand strategy and development firm, has been chosen by Quotemaster to lead several new projects.

Quotemaster, a start-up company developing innovative sales force automation software for the quote and proposal preparation market, is partnering with Kite to build the company and product brands. The brand development process will clarify the company's strengths and the products uniqueness in the marketplace, as well as solidify the company's position and messaging for the upcoming product launch.

"As a start-up software development company, we want to hit the ground running with a strong, consistent brand message that communicates the values of our company and the excitement we feel about our products," said Kent McNall, CEO of Quotemaster. "We feel that Kite has the experience to make that happen for our brand."

Kite is a brand strategy and implementation firm started by Mary Weisnewski, an expert with more than 10 years of experience. Kite provides a variety of brand creation, management and design services, engaging with clients at any point in the life of their brand. Ms. Weisnewski brings experience in strategy and marketing communications, as well as design, having worked for a leading Seattle design firm and a renowned brand strategy and communications company for over 10 years before starting Kite. She has worked with a diverse range of industries and organizations. Current clients include Point B Solutions Group, The Cottage Company, Nyhus Communications and Sagittarius Software. She is also a frequent speaker, locally and nationally on the power of Authentic Branding. Ms. Weisnewski spoke at the Fast Company sponsored Net Impact Conference in Nashville, Tennessee in November.

Quotemaster, with the goal to be the premier provider of software solutions in the all-important quote and proposal preparation market, brings innovative sales force automation solutions to businesses of all sizes. For more information about Quotemaster go to www.quotemasterinc.com

Kite, Inc is a Seattle-based brand firm, with experience in industries including technology, professional services, healthcare, financial services, business-to-business, non-profit, museums, foundations and real estate. Kite engages with clients at any point in the life of their brand, providing services such as strategic brand and message development, brand audits and benchmarking, and the creation of a broad range of communications materials. For more information about Kite, please visit the company's website at www.kitebrandstudio.com.

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