

## **PRESS RELEASE**

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## **PORTABLE DESIGN CLOSES ITS DOORS After Two Years, RTC Refocuses Energies Toward Core Products**

*SAN CLEMENTE, California* — Two years after procuring the title from Pennwell, The RTC Group, Inc. will close the doors on *Portable Design*. The decision comes in response to shrinking advertising budgets and tightened media spends within the portable electronics market.

The only casualty of the shut-down is John Donovan, Editor-in-Chief of *Portable Design*. The industry and The RTC Group thank him for the years of service to both *Portable Design*, and the portable design community.

“Despite increased interest in print, and to some degree, electronic advertising programs, *Portable Design* was not able to gain the momentum we expected. As a company we are dedicated to producing quality advertising and marketing activities. Without sufficient financial support, we did not feel we could provide our customers with a quality product. Closing a title is never an easy decision, but it was essential for the health and reputation of the entire company,” said President and CEO, John Reardon.

The closure of *Portable Design* allows The RTC Group to focus additional effort toward flagship products: *COTS Journal*, *RTC* and *The Real-Time & Embedded Computing Conference*. Due in part to the continued emphasis on quality, and a shrinking media industry, these products have grown to stand out as leaders in each of their respective market segments.

“We expect that with the additional resources previously utilized by *Portable Design*, we will be able to increase our market presence and show authoritative leadership within our core segments,” said Aaron Foellmi, Marketing Director. “We also believe it will allow us to target new opportunities for growth without anchoring us to a non-performing property.”

Known as a custom marketing solution leader by companies such as Microsoft, Mentor Graphics and Intel, The RTC Group continues to focus heavily on custom marketing and publishing solutions.

The RTC Group is the leading provider of marketing activities designed to offer vendors in the OEM electronics industry cost-effective ROI. Services are designed to create focused and specific sales leads for vendors, increasing their sales efficiency and decreasing closing time.

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