

Press Release

Schrock Innovations Selects New Marketing Slogan

Tagline Intended to Show Versatility, Flexibility

Omaha, NE – May 1, 2005: Schrock Innovations announced a new marketing campaign today tells computer users that the company is willing to provide support on their terms – whenever and wherever they may be.

The campaign will kick off with a four-commercial series of spoof commercials similar to those aired by On-Star. The commercials are scheduled to be released on a paced schedule, and supplemented with :10 weather sponsorship commercials featuring the tagline: “whenever you need help, wherever you need it, Schrock Innovations makes your computer work for you.”

Thor Schrock, owner of Schrock Innovations, said the campaign will be launched in Lincoln and in Omaha, and is intended to illustrate the versatility of Schrock Innovations computer support and repair services.

“The methods we offered for computer repairs two years ago are just no convenient enough for today’s computer user,” Schrock said. “People just don’t have the time to haul their computers around or wait a day for a technician to come to their home.”

Schrock Innovations currently offers 24-48 hour turn-around times to those who bring their computer in to their repair facility. The company also advertises that they can have a technician on-site within 24-hours if needed. Schrock said they plan to cut in-shop repair times to one day or less, while putting technicians on-site within just a few hours in most cases.

The loftiest expectations come from the company's computer maintenance utility, the Maintenance Checkup Home Edition (MCHE). Schrock said the Home Edition will become a key component of the company's repair offerings.

"The Maintenance Checkup Home Edition is going to help us transform our entire operation from a reactionary one to a proactive one," he said. "It is like the difference between preventing fires and putting them out. The future of computer repair lies in prevention."

The "Whenever, Wherever" campaign is presently airing on four radio stations.

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