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## FOR IMMEDIATE RELEASE

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## PRICE Systems Hires Bowhaus to Create Interactive Sales Tools

**PHILADELPHIA, July 1, 2009** – Bowhaus Design Groupe, a full-service marketing communications firm in Center City, announced that it has been selected as the interactive marketing and branding agency by PRICE Systems, the world leader in estimation and analysis tools and solutions that enable government agencies, aerospace and defense contractors, and others to successfully control and deliver large-scale, complex projects.

PRICE's prestigious customer base includes organizations such as Boeing, Gulfstream Aerospace, NASA, Sikorsky Aircraft, United Technologies, and many others.

The first project on the docket for Bowhaus will be a series of major enhancements to PRICE Systems' web site ([www.pricystems.com](http://www.pricystems.com)) that will support the company in expanding its brand identity throughout the major global markets it serves. In addition to web development assistance, Bowhaus will also create a digital presentation – on the Flash multimedia platform – that promotes PRICE Systems' flagship TruePlanning® software product.

Mary Porcelli, principal and president of Bowhaus, added, "We are very pleased to have been selected as the design and branding agency for PRICE Systems, a long-standing leader in its field. Our creative professionals look forward to partnering with PRICE's in-house marketing team in growing the PRICE brand worldwide and supporting increased sales of the company's leading products."

### About Bowhaus

Bowhaus Design Groupe, founded in 1995, is an award winning marketing and creative agency providing a full range of design and marketing services to companies in the mid-Atlantic region. The firm's services include brand research, marketing strategy, corporate identity, advertising, public relations, direct mail, print design and production, copywriting, and complete interactive and web design services. With a team of graphic designers, writers and branding strategists, Bowhaus offers clients fresh ideas and proven support for achieving their marketing goals. More information about Bowhaus Design Groupe and its marketing communications services can be found at [www.bowhausdesign.com](http://www.bowhausdesign.com).

### About PRICE Systems

PRICE Systems, L.L.C, offers cost estimating and analysis, benefits modeling and knowledge capture applications that help customers control costs and schedules throughout a project's lifecycle. Headquartered in Mount Laurel, NJ, PRICE Systems has offices throughout the United States, Europe, and Asia-Pacific, and serves more than 350 customers worldwide.