

FOR IMMEDIATE RELEASE

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**TECHWORKS EXCLUSIVE *INC.* MAGAZINE PROMOTION FOR
FREE MARKETING PLAN PRO SOFTWARE
WITH PURCHASE OF MEMORY UPGRADE**

AUSTIN, Texas -- Oct. 7, 1996 -- TechWorks, Inc., a leading developer and manufacturer of high performance computer upgrade products, today announced, a special promotion in *Inc. Magazine*, with an exclusive offer for computer users. Companies who purchase nine 16MB TechWorks memory modules upgrades before December 6, or an equivalent in memory upgrade combinations totaling at least \$990, will receive a free copy of Marketing Plan Pro software. The free Marketing Plan Pro package is valued at \$139.

“Now, emerging growth companies have an opportunity to increase the performance of their computers, take advantage of a great tax-break investment opportunity and, in addition, create a marketing plan for 1997,” said Mike Frost, TechWorks president. “This timely TechWorks/Marketing Plan Pro offer provides these companies with a competitive edge regardless of their particular industry.”

Marketing Plan Pro was developed by well-known author, software and marketing consultant, Tim Berry. The software combines the knowledge of a professional marketing manager into a comprehensive, easy-to-use management tool that encompasses all planning steps the user will need, including built-in visual aids and charting capabilities.

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With the free offer, Marketing Plan Pro is available in Mac and PC formats on CDROM.

“Emerging companies must continue to upgrade and maintain their current computers’ memories in order to stay competitive,” said Riley McDonough, Publisher of Inc. Magazine. “This exclusive TechWorks offer, in Inc. Magazine, tells our two million plus readers about a tremendous opportunity for those companies to upgrade the memory in their software tools, while increasing their efficiency.”

TechWorks - three-time recipient of Inc.’s 500 fastest growing privately-held companies - backs its products with an unmatched four-way customer service plan, including pre- and post-sales technical support at no charge.

For additional information regarding the Marketing Plan Pro offer, call TechWorks at 1-800-879-7745 and mention the special *Inc.* Magazine promotion.

TechWorks’ mission is to be the leading supplier of computer memory upgrade products, and maintain a 100% commitment to customer satisfaction. TechWorks produces more than 200 different memory products for more than 2500 different systems, supporting numerous computer manufacturers including, Acer, ALR, Apple, AST, AT&T, Compaq,

Dell, Digital, Epson, Gateway, Hewlett Packard, IBM, NEC, Packard Bell, Silicon Graphics, Sun, Texas Instruments, Toshiba, and Zenith. TechWorks, Inc., founded in October of 1986, has more than 130 employees worldwide and distributes its products in more than 15 countries. The company's worldwide headquarters are in Austin, Tex., with European sales and service headquarters located in the United Kingdom. TechWorks gross sales has exceeded \$100 million, making it one of the nation's 35 most successful privately-held companies. For additional information, contact TechWorks' web site at <http://www.techwrks.com>.

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