



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Sarah Thompson  
Freestyle Public Relations  
515.223.4343  
sarah@freestylepr.com

**FREESTYLE PUBLIC RELATIONS SECURES BUSINESS RELATIONSHIP BETWEEN CLIENT ISEAGE CYBER TEST LAB OF IOWA STATE UNIVERSITY AND NETWORK WORLD MAGAZINE**

**Iowa's Premiere Technology PR Agency Utilizes Long Standing Connections with High-Tech Media to Select ISU's Lab to Conduct Industry Tests on Data Loss Prevention Technologies**

**WEST DES MOINES, IA – (Jan. 27, 2009)** – Freestyle Public Relations, an independent public relations firm offering tailored communication services to several emerging and established markets, announced today that it was directly responsible for making Iowa State University's Internet Scale Event and Attack Generation Environment (ISEAGE) cyber test lab an official test center for *Network World* magazine, one of the most well-known technology publications in the U.S. After learning through its contacts at *Network World* magazine that test center editors were in need of a well equipped and respected computer lab to conduct tests on some of the most well known technology products, Freestyle was able to pair together decision makers at ISEAGE cyber test lab and *Network World* magazine to work out a mutual agreement to conduct tests.

"Iowa State University's ISEAGE is one of the most technologically advanced test labs in the world and we are very excited that a world-renowned media publication like *Network World* magazine has selected us to help it conduct reviews for its global readership," said Nate Evans, ISEAGE PBS Leader and Chief Reviewer. "Freestyle's technology prowess and track record of working with all of the leading IT publications in the U.S., demonstrate that it can be an invaluable business partner, let alone a remarkable public relations firm, in delivering top tier results for Iowa-based technology firms."

The opportunity for ISEAGE to work for *Network World* magazine was a result of years of interaction between Freestyle staff and tech-based product reviewers that are consistently conducting tests on competitive technology products. Freestyle has secured countless product reviews for its technology-based clients, including reviews by such prominent media outlets as *Popular Science* magazine, *eWeek*, *Computer Reseller News*, *InfoWorld*, *Network World*, *PC Magazine*, etc.

"ISEAGE is yet another example of how Freestyle can offer more than just incredible results in the public relations field, by serving as a business resource as a result of its years of in-house contacts and relationships both here in Iowa and overseas," remarked David Splivalo, President of Freestyle Public Relations. "The agency's Silicon Valley expertise and presence on the East Coast allow it to deliver services and results unrivaled in the State of Iowa, which is why Freestyle has been selected as agency-of-record by five new clients, both locally and abroad, since the beginning of the year."

### **About ISEAGE Cyber Test Lab**

Iowa State University's ISEAGE (Internet-Scale Event and Attack Generation Environment) Cyber Test Lab, a first of its kind facility in a public university, is dedicated to creating a virtual Internet for the purpose of researching, designing, and testing cyber defense mechanisms as well as analysis of cyber attacks. The goal of ISEAGE is to provide a world-class research and education facility to enhance the current state of the art in information assurance. The facility is a catalyst for bringing together top researchers from several disciplines for a common goal of making computing safer.

### **About Freestyle PR**

Established in 2006, Freestyle Public Relations is an independent public relations firm offering communication services that are tailored to the markets they serve. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its proprietary 'Communication Without Boundaries' methodology in which communication programs are built around the specifics of clients' markets and not around an agency standard. In addition to media relations, the agency provides additional services including corporate relations, media training, a full-service editorial program, etc. In addition to its Midwest office, Freestyle Public Relations maintains an office in the San Francisco Bay Area. For more information about how Freestyle creates results for its clients, visit our website at [www.freestylepr.com](http://www.freestylepr.com) or call 515.223.4343.

###