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## **CELLCONTROL SELECTS FREESTYLE PUBLIC RELATIONS AS AGENCY OF RECORD FOR DOMESTIC AND INTERNATIONAL MARCOM SERVICES**

Pioneer of Driving While Distracted Solutions, Cellcontrol Chooses Freestyle as a result of Impressive Strategic Communications Planning and Extensive Media Coverage Portfolio

**DES MOINES, IA** – (Nov. 23, 2009) – Freestyle Public Relations, an independent public relations firm offering tailored communication services to several emerging and established markets, announced today it has been selected as the agency of record (AOR) for Cellcontrol, a pioneer in the driving-while-distracted marketplace and producers of the first comprehensive product to curb use of mobile devices while driving. Cellcontrol’s choice of Freestyle is based on its impressive communications strategies and connections with the “Who’s Who” of the media world, which has netted Freestyle clients coverage in literally every well-known media outlet in the United States.

“Cellcontrol’s decision to go with Freestyle is a direct result of our ability to consistently produce high powered media and communication campaigns for our clients,” said David Splivalo, President of Freestyle Public Relations. “At Freestyle we pride ourselves at charting not only our own course in the public relations industry, but also our clients position in their marketplace by having the freedom to work in multiple industries and utilizing those unique experiences and results for our clients’ programs.”

Freestyle offers its clients a full service communications program that includes high level media coverage, analyst relations, speaking opportunities, awards programs, event planning, social networking, and government relations, etc. Previously, Freestyle has secured feature media coverage for its clients in such prominent media outlets as NBC’s TODAY Show, CNN, FOX News, TIME Magazine, New York Times and many more.

### **About Cellcontrol**

Cellcontrol is a pioneer in the driving-while-distracted marketplace. Conceived in 2008 and established in early 2009, the technology company has developed a patent pending onboard diagnostics port device, the first comprehensive product to curb the use of mobile devices (cell phones, smart phones, etc...) while driving. For more information on Cellcontrol, visit [www.cellcontrol.com](http://www.cellcontrol.com).

### **About Freestyle Public Relations**

Established in 2006, Freestyle Public Relations is an independent public relations firm offering communication services that are specifically tailored to each clients' market space. 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 communications, agenting services, government advocacy, brand identity programs, analyst relations, media training, a full-service editorial program, etc. 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.

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