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**FREESTYLE PUBLIC RELATIONS EXPANDS PRESENCE IN MULTIPLE MARKET SPACES, ADDING THREE NEW CLIENTS IN FINANCIAL SERVICES, BUSINESS PROCESSING OUTSOURCING AND HR INDUSTRIES**

**Agency President and Founder David Splivalo Marks 10<sup>th</sup> Year in PR Industry; Career Spans Working for Formula 1 driver Scott Speed to Representing Tech Bellweather's Microsoft, PayPal, eBay and More Than 70 Startups**

**DES MOINES, IA – (Feb. 1, 2010)** – Freestyle Public Relations, an independent public relations firm offering tailored communication services to several emerging and established markets, announced today that it has been selected as agency-of-record (AOR) for three new clients. The new national accounts, which include Caleris, Navigator Financial Partners and ReviewSNAP, signify Freestyle's ability to provide superior communication services and garner results to a diverse client base that reaches across a variety of markets.

"Our decision to make Freestyle PR our AOR is a direct result from the high profile, consistent media placements they secure to help raise awareness of their other client brands in addition to their unique thinking and approach to PR," said Chris Arringdale, Director of Marketing for ReviewSNAP. "Also, our new team members with Freestyle PR showcase the same passion, drive and strategic thinking needed to help us reach our goals thereby making them feel like part of our internal team."

This client news follows on the heels of agency president and founder David Splivalo marking his 10<sup>th</sup> year in the PR industry. Splivalo began his career in high-tech PR in Silicon Valley during the late 1990s and within one month was tackling responsibilities for the position above his, a direct result of an interview Splivalo landed with the San Jose Mercury News, which resulted in a Sunday cover story on himself and his family's deep roots in the Bay Area.

Following the dot com bust, Splivalo left Silicon Valley in 2003 and continued his career at agencies in Detroit and Washington D.C. prior to founding Freestyle Public Relations. Within two months of opening his own firm in 2006, he was selected as PR manager for Scott Speed, the first American driver to race in

Formula One since 1993. This was a direct result of Splivalo's proven ability to secure high-level results with the national press, as well as his deep understanding of the Formula One sport.

Over the next few years, Splivalo grew Freestyle Public Relations into a thriving boutique agency representing a number of clients in industries including, but not limited to, technology, sports, non-profits, and retail.

"It's often said that if you can master high-tech PR, you can master any other form of industry PR, because it's so complex," said David Splivalo, president of Freestyle Public Relations. "My early PR experiences in Silicon Valley enabled me to represent a diverse client roster in multiple market spaces, demonstrating the ability of someone with exceptional high-tech PR skills. If you're able to explain to the average person what a semiconductor is, you can use that ability to communicate about nearly any other client's product or service more effectively. "

Below is a list of new clients Freestyle has added over the past two months.

#### **About Caleris, Inc:**

Caleris is a leading provider of comprehensive business process outsourcing solutions specializing in inbound call center services and content moderation. With over 15 years' experience, Caleris has the expertise to deliver outsourced customer support services that add value to their clients' products by offering a cost-effective solution while maintaining the highest service levels in the industry. Caleris' three customer support centers, each located in Iowa, operate in unison with call routing capabilities and staffing flexibility - ensuring that Caleris always has redundancy resources. More information about Caleris can be found at [www.caleris.com](http://www.caleris.com).

#### **About Navigator Financial Partners**

Navigator Financial Partners was founded with the goal of assisting its clients in every aspect of their financial lives, including investments, financial planning, and insurance. By providing the most personal service available, Navigator Financial Partners has earned a reputation for excellence in the industry. For each of its clients, Navigator Financial Partners strives to help create financial stability and security to provide financial independence. More information can be found at [www.yournavigators.com](http://www.yournavigators.com).

## **About ReviewSNAP**

ReviewSNAP™ is a Web-based performance management system that is not only powerful and flexible, but affordable even for small businesses and nonprofit organizations. ReviewSNAP™ offers bundled employee performance appraisal and 360 degree feedback modules in one user-friendly, on-demand system. Clients also have access to goal management and journal entry modules to track and document the progress and performance of employees throughout the year. More information can be found at [www.reviewsnap.com](http://www.reviewsnap.com).

## **About Freestyle Public Relations**

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.

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