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**MONEY TRANSFER STARTUP DWOLLA SELECTS FREESTYLE PUBLIC RELATIONS AS AGENCY OF RECORD FOR PR SERVICES**

Associated Press Interview Marks First Meeting Freestyle Secures Under Media Relations Program for Dwolla

**DES MOINES, Iowa** – (March 29, 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 the agency of record (AOR) for Dwolla, a fast and affordable online alternative to wire transfers and competitor to PayPal.

“After looking into various PR firms located in the midwest that had a long and successful track record of representing high-tech startups, Freestyle PR was simply the best choice because of their pertinent connections and results within the market space we are penetrating,” said Ben Milne, CEO and founder of Dwolla.

Dwolla is the first online money transfer system that allows business-to-business transactions to take place at one set fee. As a registered user of Dwolla, there is no transaction fee taken, but rather a set fee of 25 cents regardless of the amount of money being transferred. For more information on Dwolla, visit [www.dwolla.com](http://www.dwolla.com).

“Dwolla offers a new way for businesses to save money during transactions and we are excited to be a part of making the US aware of this new opportunity for organizations to add into business model,” said David Splivalo, President of Freestyle Public Relations. “My past experience providing public relations support for PayPal, in addition to servicing more than 70 high-tech startups will prove to be an invaluable resource for Dwolla’s long-term communications needs.”

**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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