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FREESTYLE PUBLIC RELATIONS SELECTED AS AGENCY OF RECORD FOR IOWA NETWORK SERVICES

Iowa Network Services Chooses Freestyle for Its Creative Thinking, Strong Understanding of the Industry, and Proven Results

DES MOINES, Iowa – (April 5, 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 Iowa Network Services (INS), a leading provider of telecommunications services within the state. INS selected Freestyle based on its out-of-the-box, creative vision; strong understanding of the industry and the media within that industry; and its proven results based on other clients' experiences. As part of the agreement, Freestyle will provide proactive media relations services, editorial support and strategic counsel to INS. Currently, INS serves more than 125 rural Iowa telephone companies, including more than 500,000 Iowans.

David Splivalo, president of Freestyle Public Relations, credits INS's decision to Freestyle's visionary approach to client campaigns. "We custom tailor our communications approach for each individual client with no cookie-cutter strategies," Splivalo said. "Our understanding of the telecommunications space, which is credited with securing several cover stories with telco media, allows us to provide the strategic counsel and results INS should expect from its partner in PR."

Freestyle offers its clients a full service communications program that includes high level media coverage, speaking opportunities, awards programs, event planning and management, 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 media outlets.

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 client's market space. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its propriety '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 or call 515.223.4343.

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