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## **FREESTYLE PUBLIC RELATIONS SELECTED AS AGENCY OF RECORD FOR VIVISIMO'S U.S. AND OVERSEAS PR EFFORTS**

**DES MOINES, Iowa – (Sept. 20, 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 Vivisimo, the leader of Information Optimization solutions that help maximize the business value of information. As part of the agreement, Freestyle PR will provide public relations services for Vivisimo nationwide as well as in Europe, the Middle East and Africa (EMEA).

“As the leading provider of Information Optimization, Vivisimo needed an agency that can engineer new and creative campaigns that would allow us to further extend our foot print within our market space,” said Tracey Mustacchio, Vice President of Marketing for Vivisimo. “What led us to select Freestyle was the firm’s blend of consumer and enterprise high-tech PR experience, which meant they could look at our integrated marketing communications program with both an inside and outside perspective. So many of our competitors copycat one another when it comes to their communications and we felt Freestyle would help us steer away from that path by doing what they do best: executing and delivering on their proven creativity.”

Freestyle’s unique approach to its clients’ public relations programs stems from its “Communication without Boundaries” philosophy. Using this proprietary approach, Freestyle has secured its clients everything from 45 NBC TODAY Show segments to a pending contract with the U.S. Army.

“Our experience representing clients in multiple market spaces allows us to become immersed in multiple industries, which expose the Freestyle team to new ideas, thoughts and processes,” remarked David Splivalo, President of Freestyle Public Relations. “We look forward to significantly increasing Vivisimo’s brand visibility by pursuing new strategies and tactics that will better differentiate them from the other players in the market.”

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 Vivisimo, Inc.**

Vivisimo provides enterprises with information optimization solutions that help maximize the business value of information. Unlike traditional information management products, Vivisimo’s innovative solutions help end-users find and take advantage of all appropriate and available

information, regardless of source, location or type. Vivisimo's innovative technology is delivered with a focus on end-user satisfaction and application control through easy-to-use interfaces, flexible security management and a modern architecture that enables quick deployment. Vivisimo products are available as standalone information optimization applications or as OEM versions embedded within partner applications and solutions. Vivisimo serves its clients from headquarters in Pittsburgh, USA, and through partners around the world. Visit [Vivisimo.com](http://Vivisimo.com) for more information.

**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](http://www.freestylepr.com) or call 515.223.4343.

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