



Agency Contact:
Alisha Clay
Freestyle Public Relations
515.223.4343
alisha@freestylepr.com

FREESTYLE PUBLIC RELATIONS DIVERSIFIES BUSINESS PORTFOLIO WITH ADDITIONS OF FOUR NEW CLIENTS

Farrell's eXtreme Bodyshaping, IdentityIQ, ISU Research Park and Torsion Mobile Select Freestyle for its National Credentials and Ability to Proactively Drive Results

DES MOINES, IA – (March 21, 2011) – Freestyle Public Relations, an independent public relations firm offering tailored communication services to several emerging and established markets, announced today that it was selected by Farrell's eXtreme Bodyshaping, IdentityIQ, Iowa State University Research Park, and Torsion Mobile to spearhead tailored marcom programs. The agency continues on a path of securing clients in a variety of market spaces in order to strengthen its pool of diverse experience. The four new clients represent an uptick in local business for the firm, representing a 20% increase in Iowa-based organizations.

"We're finally beginning to see an increased demand for our services from local clientele who previously didn't have a formal PR program in place," said David Splivalo, CEO of Freestyle Public Relations. "It's a very positive sign that the strategic investment Freestyle made to locate its headquarters in Iowa rather than keep its operations in Alexandria, Virginia, is finally beginning to drive a continued flow of new business opportunities that are locally based."

Freestyle offers its clients a full service communications program that includes high level media coverage, analyst relations, speaking opportunities, awards programs, event planning, social media, 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.

“My multi-state extreme bodyshaping franchise needed a PR agency that could not only help differentiate my business amongst the flood of competitors but also ensure that we are the clear leader within the market,” said Lance Farrell, CEO and founder of Farrell’s eXtreme Bodyshaping. “Farrell’s operates in 8 states and has nearly 40 locations, which requires a firm like Freestyle that can design and execute a strategic communications plan that always delivers consistent results. That’s why I chose Freestyle – they always succeed at producing impressive results.”

About New Clients

Torsion Mobile is dedicated to producing compelling and exciting mobile solutions that solve the problems of real users. Their philosophy is to provide the best people with the tools and environment they need to produce the best possible results – and to stretch their skills to overcome challenges where others have failed. They provide real opportunities for professional and personal growth and accomplishment. To learn more about Torsion Mobile, please visit corp.torsionmobile.com.

The ISU Research Park is a 230-acre development with over 270,000 square feet of building space. They are located in Ames, Iowa, just south of the Iowa State University campus. While the ISU Research Park is closely connected with the university, they operate independently to help our tenants reach proprietary goals. The ISU Research Park offers assistance and accessibility to many university and area connections, including facilities, expertise, technology, financing, recruiting and many more. They strive to create an innovation community and provide an incubator for new and expanding businesses. The Park also assists young Iowa-based companies develop their potential and nurtures scientific and technological entrepreneurial ventures. To learn more about ISU research, please visit www.isupark.org.

IdentityIQ was formed to help provide peace of mind to individuals at different stages in their financial lifecycle. They offer a carefully selected suite of identity and credit-related services that harness and integrate the power of the most advanced business information resources to inform, protect, alert, and assist them in the event of identity theft or credit reporting problems. To learn more about IdentityIQ, please visit www.IdentityIQ.com.

Farrell's Extreme Bodyshaping was developed by Lance Farrell, a long-time taekwondo competitor and teacher, specifically to combat obesity and to help people develop healthy lifestyle habits by incorporating the fat-burning, strengthening and endurance building aspects of competitive martial arts training into a course for regular people who aren't interested in sparring or contact drills. Farrell's eXtreme Bodyshaping is a results-based fitness program for participants of any age, lifestyle, sex or athletic ability. Currently, Farrell's operates in 8 states, with nearly 40 locations and has served over 30,000 people since it opened its doors in 2001. To learn more about Farrell's Extreme Bodyshaping, please visit www.extremebodyshaping.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 or call 515.223.4343.

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