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FREESTYLE PUBLIC RELATIONS DOUBLES REVENUES OF TECH PRACTICE WITH THE ADDITION OF FOUR NEW CLIENTS

Growth of Agency Supported by Addition of Michaela Sabin as Account Assistant and the Promotion of Wendy Parish to Account Specialist

DES MOINES, IA – (Sept 30, 2011) – Freestyle Public Relations, a full service public relations firm that specializes in building individualized and multi-faceted campaigns for clients in a variety of fields, announced today that it was selected by tech organizations txtBlocker, Smashwords, Fampus, and Iowa State University’s Internet-Scale Event and Attack Generation (ISEAGE) and Master’s Program in Information Assurance to lead their public relations effort. The new client base is representative of Freestyle’s proven results for their clients in the tech industry. Freestyle’s current tech roster includes Caleris, Vivismo, and Alliance Technologies.

“Over the past several years the State of Iowa has seen a spike in tech activity, most notably within its startup community and Freestyle has been well positioned to assist those businesses with their PR needs given the agency’s Silicon Valley DNA ,” said David Splivalo, President of Freestyle Public Relations. “As Iowa’s tech scene continues to grow so will the agency’s employee roster, which is why I’m delighted to bring on board Michaela Sabin. Her volunteer experience in the PR field coupled by her mass communication and journalism degree will allow us to accommodate additional projects for our clientele.”

In addition to Freestyle’s growing body of clients, the agency has welcomed a new account assistant to the team, Michaela Sabin. A graduate of the journalism program at Iowa State University, Sabin has become an instrumental part of the launch for Fampus. Wendy Parish, who has been with the agency since 2007, has been promoted from account associate to account specialist and is the lead on multiple client accounts.

“I am proud to be a part of the Freestyle PR organization and look forward to collaborating with the team to continue to provide results-oriented and fully customized public relations and communication services for our growing list of clients,” said Michaela Sabin. “It’s an exciting opportunity to be associated with a public relations firm of Freestyle’s caliber where we treat each customer differently based on their own unique identity.”

About New Clients

txtBlocker

tXtBlocker is the leading supplier of solutions to prevent distracted while driving incidents caused by using a mobile device while operating a motor vehicle. The tXtBlocker product is a, patent pending mobile phone service that allows Parents and Employers to provide a safer mobile phone experience. When it is used in conjunction with the website, tXtBlocker prevents text messaging and phone use while driving and within user-defined No-Cell Zone locations. Through the website, you can pinpoint the phone's location, be alerted when the phone arrives in a certain location or when the phone is somewhere other than it should be. tXtBlocker uses a variety of proprietary technologies to monitor the mobile phone's location, acceleration, and velocity. This, along with criteria selected by the mobile phone's owner, allows tXtBlocker to limit when and where the mobile phone can be used. To learn more about tXtBlocker, please visit www.txtblocker.com.

Iowa State University

Iowa State is an international, prestigious university with a friendly welcoming personality. More than 28,000 students choose from 100 majors, study with world-class scholars and hone their leadership skills in more than 800 student organizations. Iowa State offers a great environment where students can enjoy reaching their potential and discovering their passions. It's a culturally diverse student body with students from all 50 states and more than 110 countries.

Fampus

Fampus is a website listing of events in a social networking environment that is exclusive to college students. The hyper-local experience offered by Fampus allows attending students at each campus to better socialize with their peers by getting more involved in the full-range of activities and events in and around their school. Students have the ability to access photos taken at events and user comment streams from every event near their campus. Based in Des Moines, Iowa, Fampus was founded in 2009 by University of Wisconsin-Madison student, Brittany Brody. To learn more about Fampus, please visit www.fampus.com.

Smashwords

Created by the fictional merger of Smashwords and Amazon on April 1, 2011, Smashazon, Inc. will again become known as Smashwords starting April 2, 2011. Founded in 2008, privately held Smashwords operates the world's leading ebook publishing and distribution platform serving authors, publishers, readers and retailers. Smashwords makes it free, fast and easy for the world's authors and publishers to publish and distribute multi-format ebooks. Smashwords puts authors and publishers in full control over the pricing, sampling and marketing of their works. Authors and publishers receive 85 percent of the net proceeds from sales of their works. Smashwords has distribution relationships with leading online retailers such as Apple, Barnes & Noble, Sony, Kobo and the Diesel eBook Store, and also distributes to the leading mobile e-reading apps including Aldiko and Stanza. Smashwords is based in Los Gatos,

California, and can be reached on the web at <http://www.smashwords.com/>. Visit the official Smashwords blog at <http://blog.smashwords.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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