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FREESTYLE PUBLIC RELATIONS SECURES NINE INDUSTRY AWARDS FOR MARKET LEADER VIVISIMO

Silicon Prairie's High-Tech PR Agency Utilizes Its Silicon Valley Roots to Secure Record-Setting Results for Pittsburgh-based Vivisimo's Industry Awards Program

DES MOINES, Iowa – (Feb. 21, 2012) – 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 secured nine industry awards for its client, Vivisimo, the leader in Information Optimization. As the leading supplier of enterprise “search” solutions, Vivisimo is considered by industry analyst firms as being the number one search agent for large businesses; even ahead by consumer-search juggernauts Microsoft and Google. Over the course of 2011, Freestyle team members were tasked with the responsibility of expanding Vivisimo’s awards program to compliment the company’s increase in market share, which expanded into the CRM arena with its new flagship product, CXO.

To ensure that Vivisimo’s new CXO solution received ample attention, Freestyle managed an awards program that was complimented by strategic media relations, with coverage appearing in such media outlets as *Wall Street and Technology*, *destinationCRM*, etc. Those direct efforts by Freestyle resulted in the following awards being secured:

- 1) Customer Interaction Solutions (CIS) Product Of The Year 2011
- 2) Pittsburgh Technology Council’s Tech 50 Winner - Information Technology Company of the Year 2011
- 3) Pittsburgh 100 Fastest-Growing Private Companies
- 4) 50 Best Places To Work In Western Pennsylvania
- 5) Stevie Award Finalist In CEO Of The Year 2011
- 6) Network Products Guide's Product Innovation Awards/Golden Bridge Awards Winner - Optimization Solution
- 7) Network Products Guide's Product Innovation Awards/Golden Bridge Awards Finalist - Enterprise Solution
- 8) TMC Labs 2011 Innovation Award

9) KMWorld Trend-Setting Product Of 2011

“Vivisimo’s list of industry awards it received validates its brand, executive management team, and product line, especially when you consider it’s competing with the ‘Who’s Who’ of tech firms,” said David Splivalo, president of Freestyle Public Relations.

How CXO is Remodeling the CRM Industry

Vivisimo’s Customer eXperience Optimization (CXO) is a solution that is shifting the focus of enterprise search from the systems themselves to the end result of the customer experience. CXO is one of the first solutions to effectively address the needs of sales and customer service professionals by allowing them quick access to all the information about a customer, no matter where that information is managed inside or outside a company’s systems.

“Successful award programs are part of a collective measuring stick that determine what brand is considered an industry leader and last year Vivisimo demonstrated just how much progress it has made within multiple industries that need to corral Big Data and improve customer service,” said Tracey Mustacchio, Chief Marketing Officer of Vivisimo.

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 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, call 515.223.4343 and/or follow us on Twitter at @freestylepr.

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