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## **FREESTYLE SECURES 1,000<sup>TH</sup> FEATURE STORY FOR AGENCY CLIENTELE SINCE ITS FOUNDING IN MID-2006**

### **Standalone Feature Story on Vivisimo's CXO Mobile Product Included in Popular Business and Technology Publication**

**DES MOINES, Iowa** – (April 5, 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 its well-executed CXO Mobile media tour for client, Vivisimo, resulted in its 1000<sup>th</sup> standalone feature article for a client. The story (see story: <http://goo.gl/3BQ51>) in *Wall Street & Technology*, titled “Customer Service Goes Mobile,” was a result of a media tour Freestyle planned, managed and executed for Vivisimo regarding its new CXO Mobile product, a mobile application that can effectively help customer facing professionals improve their interactions and communications with customers while on the go.

In June of 2006 when the agency opened its doors, its first piece of feature coverage (a few weeks later) for client, Palisade Systems, was syndicated in at least 50 publications and resulted in new business inquiries from several household name brands in the tech industry. Palisade's coverage was a result of the agency spearheading a survey (and subsequent press release and pitching) on data loss within organizations, whether it has occurred accidentally or in some cases maliciously by employees or hackers. One of the first publications/sites to feature the survey in a story, titled “Survey: Employees are Biggest Threat to Data Security,” was *ConsumerAffairs.com* (see story: <http://goo.gl/QTkXn>).

“It's remarkable that within just a time span of five years how fast Freestyle and its employees have secured this level of media coverage and penetration of brand awareness for their clientele,” said David Splivalo, President of Freestyle Public Relations. “If big brands looked beyond PR agencies located within major metro areas, there is no question in my mind that Freestyle would cause disruption within the PR industry. Freestyle and its team of employees are nothing but workhorses, intelligent workhorses, whose main goal is to deliver the ‘Wow’ factor to its clientele.”

**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](http://www.freestylepr.com), call 515.223.4343 and/or follow us on Twitter at @freestylepr.

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