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**IOWA STATE UNIVERSITY'S NEW INFORMATION SYSTEMS SECURITY LAB
SELECTS FREESTYLE PUBLIC RELATIONS**

**Agency will be Responsible for Helping Secure Out-of-State Publicity for Lab, Including
Vetting New Business Deals with Industry-Tech Publications for Product Testing**

DES MOINES, IA – (Aug. 6, 2012) – Freestyle Public Relations, an independent public relations firm offering tailored communication services to several emerging and established markets, announced today that the agency was selected by Dr. Jacobson and his Information Assurance Center (IAC) to handle all external publicity efforts for Iowa State University's (ISU) new Information Systems Security Laboratory (ISSL). In addition to helping land media coverage about the lab via tech publications, Freestyle will also be responsible for vetting potential new business deals between the lab and industry press that consistently produce product reviews and contributed articles for their respective audiences.

“Our expertise and long-term consistency at securing both positive product reviews and well-placed feature stories with tech verticals made us the perfect agency to handle the needs of Iowa State University's new Information Systems Security Laboratory,” said David Splivalo, president of Freestyle Public Relations. “PR agencies with legitimate high-tech experience are a finite resource in Silicon Prairie, which is why Freestyle is the top choice for both established tech brands and startups in the area.”

The ISSL is a partnership between ISU's IAC, the Center for Industrial Research and Service (CIRAS), the Department of Electrical and Computer Engineering, the College of Engineering, and the Institute for Physical Research and Technology (IPRT). These partners have outreach as part of their core mission and have historically provided both training and company assistance. One of the two lead organizations in the running of the ISSL is the IAC, which is a nationally recognized center of excellence in computer security and has been offering formal security education for more than 15 years. The second lead organization is CIRAS, the industrial extension arm of ISU. Since 1963 CIRAS has been enhancing the performance of Iowa industry

through applied research, education and technical assistance. Providing security training to industry in partnership with ISSL is a logical next step for CIRAS in helping to enhance the competitiveness of companies.

Managed under the university's Information Assurance (IA) department, which is one of only a few departments in the country to offer a master's degree in IA, the ISSL will provide a range of services including new product testing, security literacy training, as well as on-site education and training for companies and government agencies not capable of traveling to the university.

About Freestyle Public Relations

Established in 2006, Freestyle Public Relations is an independent public relations firm offering communication services that are tailored to the markets they serve. 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 703.798.2395

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