



FREESTYLE INCREASES FOOTPRINT IN MIDWEST AND EAST COAST WITH ADDITIONS OF RAZ MOBILE AND ZIPMARK

New York City-based Zipmark and Kansas City-based RAZ Mobile Select Freestyle for Its Distinguished Record of Helping Nationally Launch Startups in Multiple Market Spaces

DES MOINES, Iowa – (Nov. 14, 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 has secured Zipmark, a New York City-based startup that is ushering in the 21st century checkbook, while RAZ Mobile, a Kansas City, Missouri, based startup that is the first to introduce web-based mobile donations to non-profits and causes.

RAZ Mobile was launched earlier this year by founder and CEO, Dale Knoop, once he realized there was a complete void in the not-for-profit industry concerning a web-based mobile application that could easily and securely process donations. Currently the only way for patrons to donate money wirelessly is text-to-give methods via their mobile device. RAZ Mobile moves beyond this archaic process by creating a mobile Web page dedicated exclusively for donations for each specific cause, including social media features. More information about RAZ Mobile can be found online at www.razmobile.com.

Unlike the crowded online and mobile payments industry where each vendor mimics particular features and functionalities as the next vendor, Zipmark focuses exclusively on a revolutionary eCheck platform that guarantees next business day delivery of funds. Literally the 21st century to the paper checkbook, Zipmark's platform targets B2B and C2B transactions that still rely heavily on the use of checks as the primary method of payment, including the rental property industry, public utilities, general contractors, professional services, etc. More information about Zipmark can be found online at www.zipmark.com.

“Startups like Zipmark and RAZ Mobile more than ever need qualified PR pros who can help them effectively launch their products nationally without having to break the bank,” said David Splivalo, President at Freestyle Public Relations. “Freestyle’s Midwest footprint allows for a moderate pricing structure that is more fair and balanced compared to its larger competitors located on the coast but without having to sacrifice performance and results. In fact, Freestyle’s track record of delivering metric-busting results is one of the best in the industry especially when you consider we’re the only PR firm to have secured nearly 50 NBC TODAY Show appearances for a non-household name-brand B2B client.”

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 fullservice editorial program, etc. For more information about how Freestyle creates results for its clients, visit our website at www.freestylepr.com, call 703.798.2395 and/or follow us on Twitter at @freestylepr.

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