



FREESTYLE PUBLIC RELATIONS DOUBLES SIZE OF TECH PRACTICE

PR Agency Adds Clients in Data Analytics, High-Tech Sports Apparel and Mobile Payments

DES MOINES, IOWA - Jan. 27, 2014 – Freestyle Public Relations, a high-tech public relations consultancy offering tailored communication services to several emerging and established tech markets, announced today that it has been selected as the Agency-of-Record for three new high-tech clients based throughout the country. The agency’s breadth of experience in multiple tech markets, affordable budget, capacity to secure unprecedented media opportunities and experience managing integrated marcom programs were the main reasons Freestyle was chosen. Decision Lens, a Virginia-based data analytics firm hired Freestyle to support its entire PR program. IM Custom, a California based high-tech sports apparel startup selected the agency to help it quickly generate brand awareness amongst its customers and Zipmark, a New York City-based startup that required a methodical PR program to help raise visibility in the burgeoning mobile payment industry and SMB market.

Freestyle has been serving high-tech clients since its inception. The firm’s uncanny ability to generate crossover brand publicity between its B2B and B2C clientele make it one of the most results-driven PR consultancies. In a matter of just two months Zipmark received significant press attention in Entrepreneur magazine, the New York Times and the Wall Street Journal, a result of Freestyle’s industry reputation of delivering maximum brand exposure.

“Since Freestyle’s inception in 2006 the agency has been a trailblazer at consistently delivering high-impact results: brand exposure that opens new sales channels; generating investor inquiries; media exposure with the Who’s Who of industry and national media and social media programs that turn ordinary firms into sought after brands,” said David Splivalo, chief consultant of Freestyle Public Relations.

About IM Custom

IM Custom has teamed up with engineers and doctors from around the world to introduce a next gen foot-scanner that changes the way people’s feet is captured, be it for Comfort, Performance, or Health. The team at IM Custom has developed a

dynamic 3D imaging system using a patented proprietary gel and imaging technology - taking a real-time video impression that synchronizes effortlessly with its Insole building CAD cam system.

For more information visit <http://www.imcustom.com>.

About Zipmark

Zipmark's goal is to remove barriers between businesses and their money by bringing the checkbook into the 21st century: reducing the amount of time and money it takes to make a check payment, eliminating the possibility for bounced checks and taking all risk out of the equation for payer and payee alike. Zipmark was launched in 2010 by Jay Bhattacharya and Jake Howerton, and is based in New York City. Zipmark's investors are Village Ventures, Contour Venture Partners, NYC Seed, High Peaks Venture Capital, Scout Ventures and the New York City Investment Fund.

For more information visit <http://www.zipmark.com>.

About Freestyle Public Relations

Established in 2006, Freestyle Public Relations is a high-tech public relations consultancy 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, integrated marcom programs, a full-service editorial program, etc. In addition to its Midwest office, Freestyle Public Relations maintains an office in the San Francisco Bay Area.

For more information about how Freestyle creates results for its clients, visit our website at <http://www.freestylepr.com> or call 703.798.2395.

#