



## FREESTYLE PUBLIC RELATIONS SECURES NEW TECH CLIENTS BASED IN CALIFORNIA, IOWA AND PENNSYLVANIA

### Additions of ezNetPay, iM Custom and RES Software Fuel Agency's Record Growth in 2014

**DES MOINES, IOWA - Sept. 3, 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 signed on three new high-tech clients: ezNetPay, iM Custom and RES Software. ezNetPay's PR program is primarily aimed at developing, from the ground up, a new website including all messaging and positioning statements. iM Custom's PR program includes several services such as social media, media relations, press release writing and strategic communications. Finally, RES Software's program will be primarily dedicated to industry award submissions and press release writing.

"Our three new high-tech clients are a great example of the very diverse experience and results Freestyle has earned while serving a multitude of brands in over 20 different markets," said David Splivalo, chief consultant of Freestyle Public Relations. "By working for clients in totally different market spaces the Freestyle team is one of the best in the PR business as it doesn't compartmentalize its experience to just one specialty."

#### About ezNetPay

ezNetPay is the leading patented Web-based payment processing system focused on project owners that securely automates payments, lien waivers and paperwork for multi-million dollar construction projects. Founded in Des Moines, Iowa, ezNetPay's mission is to provide project managers and contractors with critical automation tools that modernize the construction management process by eliminating redundancy, waste and time. The innovative eznetpay® platform expedites and synchronize payments, approvals, and disbursements for project owners in the education, energy and healthcare industries. To learn more about ezNetPay, please visit <http://www.eznetpay.com> or call 515-238-0656.

#### About iM Custom

iM, "**Intelligent Mobility**," defines our mission to "Digitize the Worlds footsteps." By combining iM Custom's Dynamic 3D Gel Foot Scanner with its cloud based proprietary patented code, the company is the first in the industry able to recognize, triangulate and present a person's 3D foot pattern to an accuracy of plus or minus 1mm and can convert any or all images into a mesh 3D STL file format, used for CAD CAM design, insole manufacturing and or foot care management. Founded by world champion velodrome cyclist, Glen Hinshaw, the company maintains headquarters in both the U.S. and Singapore. For more information on iM Custom and how to lease or purchase its scanner, please contact iM Custom sales at [hello@imcustom.com](mailto:hello@imcustom.com) and visit [www.imcustom.com](http://www.imcustom.com).

#### About RES Software

RES Software was founded to help enterprises automate and consumerize their IT infrastructure by delivering IT as a Service (ITaaS). The company's IT automation technology helps IT professionals master the impacts of IT consumerization, increasingly sophisticated corporate users, bring-your-own-device initiatives and cloud technologies by building a foundation for delivering ITaaS.

With over 200 employees worldwide, RES Software serves more than 2,500 customers with more than 3,500 deployments in 27 different countries. RES Software prides itself on continued innovation in

helping enterprises move toward IT Automation in support of delivering IT as a Service to end-users. The company currently holds 11 patents for unique technology that helps IT departments increase their productivity each day. To learn more about RES Software, please visit <http://www.eznetpay.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.

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