



Frost & Sullivan Analyst Joins Calysto Communications as Account Manager

Atlanta - May 10, 2004 – Calysto Communications, an Atlanta-based public relations firm focused solely on the telecommunications industry, announces the addition of Sailaja Tennati to its management team. As account manager, she will be responsible for end-to-end client relations, from planning to implementation, from tactical to strategic support, enabling client success.

Prior to joining Calysto, Sailaja was a member of the Test & Measurement consulting team at Frost & Sullivan where she focused most of her research on telecommunications, data communications, and general-purpose test equipment in the wireline, wireless and optical arenas.

“The addition of a former industry analyst to the team serves as a milestone for Calysto Communications, strengthening our presence in the telecom sector and reinforcing our ability to offer an unparalleled level of insightful PR counsel as well as technical writing capabilities,” says Laura Borgstede, Calysto’s founder and CEO. “She brings with her several years experience in telecommunications and an inherent understanding of the marketing and positioning challenges communications companies face.”

Sailaja has also worked on custom research projects that included advising leading test & measurement companies on market conditions and new product penetration potential for an innovative integrated hand-held test sets. Additionally, she has conducted due diligence for leading investment banks on merger and acquisition deals in the wireless and semiconductor industry.

She has also published several articles on Frost & Sullivan's test and measurement portal and has been included in industry publications such as *TestMart* and *Outside Plant Magazine*. She has been quoted in *Lightwave Magazine*, *Financial Times*, *Telecom IT*, *System Contractor News*, *Semiseek News*, *Wireless Week*, and *DSL Digest*.

About Calysto

Atlanta-based Calysto Communications is a public relations firm focused on a single market niche – communications. The agency helps wireless, telecom, VoIP, cable and other communications companies effectively create and deliver their own unique messages to their key audiences. Calysto works with start-ups as well as public companies, helping them deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. For more information about Calysto Communications, a minority-owned business and registered member of the Small Business Association (SBA), please call 404-266-2060 or visit the company's web site at www.calysto.com.

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