



## **Calysto Communications Celebrates Six Years of Providing Public Relations Services to the Telecom Industry**

**ATLANTA – February 17, 2005** – Calysto Communications, a public relations firm focused on the telecommunications, networking and wireless industries, today celebrates its sixth anniversary. Since its founding in 1999, Calysto has successfully launched many start-ups as well as introduced new product lines for many industry leaders. Calysto has delivered successful PR campaigns for clients such as ADTRAN, BroadSoft, Ceterus Systems, Level (3), EQUANT, Netrake, Panasonic, Spirent Communications, TalkingNets, Tata, Telica, Tellabs, Xten, etc. The agency's success rests on the energy and drive of a staff rich in telecom industry expertise, extensive industry relationships and effective media relations tactics.

"I cannot overstate the role that Calysto's deep industry knowledge and relationships has played in advancing our company's mindshare with key opinion shapers," said Capriccio Martin, Director, Corporate Communications, for Netrake. "For a dynamic company like ours that is focused on delivering product, Calysto has elevated our media and analyst relations effort and made it an integral component of our success."

### **Sustaining Success in Tough Times**

During the telecom downturn in 2002 and 2003, Calysto was able to prosper by maintaining its market focus. The agency's successful launch of TalkingNets, the first pure voice over Internet Protocol (VoIP) service provider, put Calysto on the map, and the company has since built a reputation as the top PR agency in the VoIP space. Calysto is now the 15<sup>th</sup> largest private public relations company in Atlanta (source: *Atlanta Business Chronicle*).

"As we celebrate our sixth year of growth, we're mindful as ever of what has propelled our success through good times and bad," said Laura Borgstede, Chief Energizing Officer (CEO) of Calysto Communications. "Our track record of maintaining focus and unmatched expertise, building new relationships and delivering measurable impact for customers will continue to serve us well as the industry continues to gather momentum."

### **About Calysto**

Founded in 1999, Calysto Communications is a full service public relations firm focused solely on the specialized needs of the telecommunications, networking, and wireless industries. Unlike general technology PR firms, Calysto leverages its deep industry knowledge and intimate relationships with market influencers to deliver Calysto clients unmatched industry mind share, analyst coverage and media publicity. Calysto helps clients deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. Please call 404-266-2060 or visit the company's web site at [www.calysto.com](http://www.calysto.com).

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