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**Calysto Communications Hires Marcomm, PR Veteran
to Drive Growth, Operational Excellence for Agency**

ATLANTA (March 27, 2006) – Calysto Communications, a public relations firm focused on the telecommunications, wireless and networking industry, announced today that accomplished communications professional Renée Ford Clark has joined the team as General Manager.

“Renée has a strong and diverse marketing communications background that will prove invaluable as we prepare to launch our business-to-consumer practice at Calysto,” said the agency’s CEO Laura Borgstede. “Her extensive experience with corporate and agency public relations will strengthen the agency’s ability to develop strategic and aggressive go-to-market plans for existing clients as well as provide direction for new consumer-based opportunities. Having a professional of Renée’s caliber to join the Calysto team is an important milestone for the agency.”

As part of her focus, Clark expects to invest significant time in developing the new business-to-consumer practice in an effort to diversify the agency’s client portfolio. With 11 years of senior-level marketing and public relations experience under her belt, she plans to leverage her expertise on behalf of the agency and sees Calysto’s expansion of interdisciplinary public relations strategies and tactics as her primary objective.

Clark joins Calysto from Matlock Advertising & Public Relations where she served as the Senior Vice President and Managing Director. In that role, she provided leadership to the marketing and public relations account teams and was responsible for focusing her agency on the development of marketing and public relations programs to support clients’ critical growth objectives.

Under Clark’s leadership, Matlock obtained several new accounts, including BMW, Dell, Nationwide Insurance and BellSouth. Her work also earned Matlock three ADDY Awards from the American Advertising Federation and a PRSA Silver Anvil award for Excellence in Marketing Communications.

Prior to Matlock & Associates, Clark developed marketing programs for The Coca-Cola Company and won five Creative Excellence in Business Advertising Awards (CEBA) for the organization. Her creative background also includes several television productions for the Christian Broadcasting Television Network and WSB-TV. Clark is a published writer with articles featured in *Collegian* magazine, the *National Association of Market Developers Journal* and the *Chronicles* newspaper. She holds a bachelor’s degree in Communications from the City College of New York.

About Calysto

Founded in 1999, Calysto Communications is a full service public relations firm 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 relationship with market influencers to deliver Calysto clients unmatched industry mindshare, analyst coverage and media publicity. Calysto works with startups 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, please call 404-266-2060 or visit the company’s Web site at www.calysto.com.

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