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iQmetrix Selects Calysto Communications as Agency of Record

ATLANTA (February 27, 2006) – Calysto Communications, a public relations firm focused exclusively on the telecommunication, wireless and networking industries announced that iQmetrix Software Development Corp., the leader in retail management solutions for the cellular and wireless retail industries, has retained Calysto as its agency of record.

Calysto will provide a breadth of public relations services including messaging, executive visibility, trade show support, strategic counsel and media relations to bring iQmetrix's unique message to the forefront of industry analyst and media attention. The agency will apply its deep experience in the wireless industry to expand the company's position in the market as the leading provider of managed mobility solutions for business enterprises.

"Calysto's depth of PR experience in all facets of the wireless and telecom industries was a key selling point for us as we continue to focus on the cellular retail market for strategic growth opportunities," said Scott McGillivray, iQmetrix vice president of marketing. "Our business is growing rapidly, and we look forward to working with the Calysto team to ensure that we're reaching the right audiences and leveraging every opportunity to share the iQmetrix story."

The company, which has U.S. headquarters based in Denver, is best known for the development of its RetailiQ solution, a scaleable end-to-end solution that enables wireless retailers to manage all facets of their business, decreasing costs while increasing sales.

"In a market that requires immediate gratification, iQmetrix plays an important role in helping cellular retailers integrate every aspect of their business in real time," said Laura Borgstede, Calysto's founder and CEO. "There is definitely a significant demand in the marketplace for the software solutions that iQmetrix offers to help cellular retail customers grow their businesses, and Calysto is poised with the right resources and relationships to help leverage that demand to generate visibility and bottomline results for iQmetrix in the marketplace."

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 mindshare, analyst coverage and media publicity. 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, please call 404-266-2060 or visit the company's Web site at www.calysto.com.

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