



Bridgewater Systems Selects Calysto Communications as Agency of Record

Full Range of Public Relations Services to Enhance Company's Leadership Position in Wireless and Fixed IP Service Policy Management Market

ATLANTA, April 25, 2005 – Calysto Communications, a public relations firm focused exclusively on the telecommunications, wireless and networking industries announced that Bridgewater Systems, a provider of subscriber-centric policy management software for Internet Protocol (IP)-based services has retained the services of the agency.

Atlanta-based Calysto Communications will provide a breadth of public relations services including messaging, executive visibility, trade show support, strategic counsel and media relations designed to enhance Bridgewater's brand reach into key demographics including 3rd-generation (3G) wireless carriers, local and long distance telephone operators, cable network operators and Internet service providers.

Calysto will utilize its deep market segment experience and established relationships with broadband network industry opinion-shapers to drive Bridgewater's position in the market as the leading provider of subscriber – centric policy management software. The company provides service providers with a unified view of their subscribers across all access technologies.

"Calysto has demonstrated its ability to stay ahead of the trends, anticipate market changes and help achieve long-term success through its exclusive focus on the telecom and wireless industry," said Tyler Nelson, vice president business development and marketing for Bridgewater Systems. "These virtues will greatly facilitate a creative and strategic partnership between our companies."

"Calysto continues to win vanguard clients with our telecom-centric strategy, deep staff expertise and track record of positively impacting our clients' bottom line," said Laura Borgstede, CEO of Calysto.

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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