

**Media Contact:**

Justin Siefert  
Calysto Communications, Inc.  
jsiefert@calysto.com  
(404) 266-2060 x20

**Calysto Communications Expands Strategic Capabilities  
With Addition of MarComm Veteran Nia Evans**

**ATLANTA (January 31, 2006)** - Calysto Communications, a public relations firm focused on telecommunications, networking, and wireless, today announced that marketing communications veteran Nia Evans has joined Calysto's staff as Account Supervisor.

Nia brings nearly 10 years of agency and corporate experience in public relations and strategic marketing communications. She serves as a primary strategic resource for Calysto's account teams and is responsible for the overall planning process, media strategy, budget accountability, and managing flawless execution of her clients' PR programs. Additional supervisory responsibilities include high-level client planning, providing strategic direction, trade show planning and attendance, overseeing executive visibility initiatives, new business development, and ensuring the achievement of agency profitability and growth objectives.

"The addition of a seasoned PR executive with a strong consumer marketing background marks an important growth milestone for Calysto Communications," says Laura Borgstede, Calysto's founder and CEO. "As a member of our senior management team, Nia adds tremendous strategic value to Calysto. Her expertise in developing go-to-market PR strategies for telecom companies who have a vested interest in building relationships with consumers strengthens the agency's overall capabilities and ability to deliver innovative ideas to a more diverse portfolio of clients."

Prior to joining Calysto Communications, Nia was with Interface, Inc. in Atlanta where she managed all aspects of brand management for the company's Hospitality, Healthcare and Retail business segments. She developed and managed the execution of measurable marketing objectives and promotional initiatives including PR, vertical advertising, marketing collateral, e-campaigns, market research and competitive intelligence reports.

Prior to Interface, Nia worked at Eastman Kodak Company as Public Relations Manager for Kodak's US&C Consumer Imaging Division. Her responsibilities included developing and partly overseeing the execution of strategic PR plans to support critical growth objectives. She was instrumental in the success of PR campaigns to support innovative consumer film products and photographic processing services.

Nia began her career with a series of PR agencies in Atlanta, including GCI Group, Crumbley & Alba (now MRA) and Manning, Selvage & Lee. During her early agency tenure, she held several roles of increasing responsibility where she designed and implemented PR programs for Fortune 500 companies, including the Deloitte Consulting Telecommunications Practice, BellSouth, The Athlete's Foot, BioLab and Teleport Communications Group (acquired by AT&T).

**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](http://www.calysto.com).

###