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Calysto Communications Expands Global Telecom PR Services

Calysto now provides full-service public relations services to telecom firms competing in the global market, providing local presence in more than 45 countries outside the United States

ATLANTA — September 4, 2007 — Calysto Communications, the leading public relations agency focused on telecommunications, networking, and wireless, today announced it is extending the scope and breadth of its PR services worldwide.

The company works with experienced public relations professionals located in more than 45 countries, most of which are located within Europe and the Asia Pacific region, to provide seamless, one-stop public relations services to companies competing in the global telecommunications field. Calysto's global team can create and manage full-scale integrated communications campaigns or provide more basic services such as analyst and media relations and press release distribution for clients.

Calysto now provides local presence in more than 20 European countries, including France, Germany and the United Kingdom, as well as in many key countries in the Asia Pacific region, including China, India and Singapore. Calysto's local presence also covers regions such as Africa and the Middle East as well as several key South American markets such as Brazil and Venezuela.

Calysto is expanding its international presence in response to requests from current and prospective clients, many of which are increasingly looking for new revenue sources outside the United States as the U.S. market becomes more consolidated and the telecom market becomes more globally focused.

These companies recognize that public relations campaigns are an effective tool to help telecom companies attract new customers outside of the United States. But it is vital that all public relations and integrated marketing communications campaigns reflect an in-depth understanding of the local telecom marketplace.

"Since its founding, Calysto's senior-level team has provided its clients with unparalleled expertise in both public relations and in telecom," said Laura Borgstede, Calysto's founder and CEO. "We now offer our clients a senior-level public relations team experienced in the telecom and wireless arena worldwide, with a local presence in more than 45 different countries outside the United States. By offering our clients international public relations campaigns with one central point of contact, we now deliver not only the highest level of service but a significant global market advantage to our clients."

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 relations 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.

Calysto Communications is ranked as one of the top five mid-sized PR agencies by IT journalists, based on results of PR SourceCode's 2007 "Top Tech Communicators Study." To learn more, visit http://www.calysto.com/press_releases/2006/ranked.pdf.

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