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**Alloptic Names Calysto Communications Agency of Record**

*Innovative Optical Access Network Provider Calls on Industry Leading  
Public Relations Services to Help Continue Growth*

**ATLANTA — October 18, 2007** – Optical access network provider, Alloptic, has chosen Calysto Communications, a public relations firm focused solely on the telecommunications, wireless and networking industries, as the company’s Agency of Record.

As Agency of Record, Calysto Communications will provide Alloptic with a full range of expert public relations services including strategy implementation, trade show support, messaging, media relations and executive visibility. Calysto’s services will help Alloptic continue to bring data, video and voice networks to service providers and network operators using their innovative fiber optic solutions.

As Alloptic continues to lead the fiber optic industry, Calysto will draw on more than eight years of expertise in the telecommunications market segment and extensive industry relationships to help service providers tap into Alloptic’s established success throughout the world.

“When you’re working with our variety of service providers – telephone companies, MSO/CATV operators, residential and business developers, and private network operators - you need to reach, and effectively communicate with each segment,” says Alloptic’s Vice President of Marketing and Business Development, Shane Eleniak. “Calysto has a proven track record that will help us expand Alloptic’s presence in those markets.”

“We look forward to working with Alloptic and its high quality executives,” says Kristine Bennett, Calysto’s Director of Client Services. “This is a great opportunity to help the industry while contributing to our client’s bottom line.”

**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](http://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](http://www.calysto.com/press_releases/2006/ranked.pdf).