



**Media Contact:**

Laura Borgstede  
Calysto Communications, Inc.  
lborgstede@calysto.com  
404.266.2060

**ParkerVision Selects Calysto Communications as Agency of Record**

**ATLANTA** (October 15, 2007) – Calysto Communications, a public relations firm focused exclusively on the telecommunication, wireless and networking industries announced that ParkerVision, Inc., a developer and marketer of semiconductor technology solutions for wireless applications, has retained Calysto to conduct public relations and communications programs.

Calysto will provide a breadth of public relations services including messaging, executive visibility, trade show support, strategic counsel and media and analyst relations to bring ParkerVision’s unique message to the forefront of industry analyst and media attention. The agency will apply its deep experience in the wireless industry to promote the company as a leading designer of ultra efficient, universal transmit solutions for the mobile industry.

“The primary reason we chose Calysto was their depth of PR experience in wireless and telecom industries since we market our intellectual property to OEMs and their semiconductor suppliers of commercial wireless handsets,” said John Stuckey, ParkerVision vice president of corporate strategy and business development. “We look forward to working with the Calysto team to ensure that we’re reaching the right audiences and leveraging every opportunity to share our unique technology vision.”

The company, which has U.S. headquarters in Jacksonville, is focused on the commercialization of its proprietary RF communication technologies that enable significant advancements in wireless products and services.

“As the cellular market tries to meet consumers’ demands for evermore bandwidth amidst increasing standards complexity, ParkerVision’s technology will be a key enabler,” said Laura Borgstede, Calysto’s founder and CEO. “ParkerVision’s innovative technology will enable handset providers to face the challenges of divergent standards and converging technologies. Calysto is poised with the right resources and relationships to help leverage that innovation to generate visibility for ParkerVision 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](http://www.calysto.com).

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