



Calysto Communications Expands International Presence

Global public relations firm now has local presence in more than 62 countries; clients work with one team and receive one invoice for a seamless global public relations experience

ATLANTA (October 20, 2008) -- Calysto Communications (www.calysto.com), a global public relations firm focused on the telecommunications, wireless and broadcasting industries, today announced it has significantly expanded its international focus. Calysto now has in-market personnel in 62 countries in Europe, the Middle East, Latin America, Asia and Africa. Calysto's seamless, comprehensive approach to public relations allows its clients to work with one team to handle all of their global public relations needs.

Having a locally based Calysto team member provides several benefits to Calysto clients. For instance, it means that Calysto personnel have personal relationships with the local media, speak the language and live the culture, which makes them uniquely qualified to help clients deliver a more effective, targeted message in each market. Calysto's regional presence also means clients can work with a local press office in their native language as well as localize the delivery of news, including translation and distribution.

But choosing to work with any of the in-market personnel available in 62 countries worldwide does not result in more complex administration requirements for Calysto clients. Calysto works with companies to develop a unified public relations campaign strategy, and clients receive one campaign status report and one bill. The international team members are fully managed by one account director – which can be a U.S.-based Calysto team member.

"Calysto Communications is delighted to be able to handle our clients' PR needs no matter what part of the world they are trying to reach," said Laura Borgstede, founder and CEO of Calysto Communications. "Our focus has been and will always be on one industry: telecommunications. The depth and breadth of our insight and experience in the global telecom industry allows us to provide our clients with a communications strategy that enables them to compete successfully in an increasingly global business environment."

Another unique benefit of Calysto's business model is its flexibility. The agency designs each month's PR program to fit the client's activities and budget. Fees are based on the actual hours worked by your PR team. This means that a client can add a "project" in a specific country to its program one month and turn it off the next month. Or it can have a consistent program in 3 different countries. Calysto manages these programs based on what is best for each client individually.

Because of its extensive and seamless international capabilities, which are unique for a mid-sized public relations firm, Calysto recently added two international clients to its roster. The agency was

hired to handle international and U.S. PR for Sweden-based TAT (The Astonishing Tribe), which provides software solutions for mobile user interfaces. In addition, Israel-based Celeno, a developer of carrier-class components and subsystems for high-performance WiFi systems and networks, chose Calysto to handle its media relations, tradeshow, messaging and strategy. Calysto has already conducted project-based programs for Celeno at two International tradeshow and is working on a launch in Taiwan.

For more information about Calysto Communications, a minority-owned business and a registered member of the Small Business Administration (SBA), please call 404-266-2060 or visit our Web site at www.calysto.com.

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