

For Immediate Release



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Applix Names Citigate Cunningham Agency of Record

Applix chooses Citigate Cunningham for the agency's strong technical expertise, strategic media approach and overall team chemistry

SAN FRANCISCO – August 27, 2007 – Continuing with strong business momentum in 2007, Citigate Cunningham, the strategic public relations firm serving leading high-technology clients, added Applix to its expanding portfolio of technology clients.

Applix is a global leader in business analytics, offering the only complete solution for strategic planning, management and monitoring of performance across the financial, operational, sales and marketing, and human resources functions within the enterprise. Applix chose Citigate Cunningham due to the agency's technical expertise in the enterprise software space, its strategic and assertive media approach, and the overall team chemistry.

"We're eager to apply our deep technology expertise and put our ideas into motion to generate real, measurable results for Applix," said Paul Bergevin, president of Citigate Cunningham.

About Citigate Cunningham

For more than 20 years, Citigate Cunningham has shaped the technology PR industry, delivering unparalleled competitive advantage to clients by helping them build brand and drive demand. The agency pairs the spirit of Silicon Valley entrepreneurship and deep technology know-how with a gate to key markets around the world, from Europe to Asia. With offices in San Francisco and Boston, Citigate Cunningham is part of the Huntsworth Network, which has leading brands in communications all over the world in 45 offices in 21 countries. To learn more, visit www.citigatecunningham.com.

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