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## **Citigate Cunningham Wins BigFix Account**

*PR Firm Secures the Win with Technology Expertise, as well as a “Total Media” Approach to Reaching Both Traditional and Social Media*

SAN FRANCISCO — October 15, 2007 — Citigate Cunningham, high tech PR pioneer, adds BigFix to its client portfolio — further growing its footprint in the world of enterprise software and security PR. BigFix enables large-scale enterprises to continuously enforce IT security, IT policy compliance and system management on computers, anytime, anywhere. The BigFix Platform includes power management functionality, critical for today’s energy conscious corporate environment, as well as data loss protection, key for rigorous compliance requirements. BigFix selected Citigate Cunningham as the agency of record handling all of its corporate and product PR.

“Our philosophy is to take a very holistic approach to media. We dial up or down certain channels — such as print, broadcast or the blogosphere — based on a company’s strategic business objectives. We call this a ‘Total Media’ approach,” said Eileen Conway, chief executive officer of Citigate Cunningham. “BigFix is an excellent example of a client that understands media and appreciates our approach, whether it’s coverage in an IT trade journal regarding a product announcement, a national daily newspaper covering the latest ‘green’ trends in IT, or a blog focused on network management.”

“Citigate Cunningham takes a strategic approach to PR with a focus both on building brand and driving demand,” said David Appelbaum, vice president of marketing for BigFix. “We wanted an agency with deep relationships and a track record in alternative media that would take an aggressive approach to our outreach efforts. I feel confident that we’ve made the right choice.”

### **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](http://www.citigatecunningham.com).

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