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Citigate Cunningham Enhances Senior Management Team with Three Promotions

PR Agency Continues to Position Itself for Success in the High-Tech Industry

SAN FRANCISCO — October 29, 2007 — High-tech PR pioneer Citigate Cunningham announced three senior management promotions — Melissa Sheridan, Sandy George and Scott Malinowski.

“Beyond their contributions to Citigate Cunningham’s continued growth and business success, Scott, Sandy and Melissa have been invaluable to upholding our agency’s unique culture and values,” said Christine Pfendt, Co-CEO of Citigate Cunningham. “As we grow our business, it is essential to have solid leadership on both coasts. I’m confident that all three will excel in their new roles.”

On the West Coast, Citigate Cunningham promoted Melissa Sheridan to executive vice president. Melissa is based in Citigate Cunningham’s San Francisco office and brings more than 12 years of communications experience in the enterprise, consumer technology and mobile markets. In addition to leading some of the largest accounts for the agency, she is responsible for business development, winning key client accounts such as BigFix and Keynote. Melissa has experience in all aspects of PR including expertise in company and product launches; M&A and other financial communications; crisis communications; and executive communications, including keynote speaking engagements and high-level business press media relations.

To continue expanding its growing East Coast operations, Scott Malinowski, a 10-year PR veteran, has been appointed executive vice president and general manager and Sandy George has been appointed vice president. Both Malinowski and George are seasoned PR professionals with proven success leading accounts such as E*TRADE FINANCIAL, Sybase, HCL Technologies and Nexaweb. Recent wins for this office include Applix and InfoGin.

Malinowski's leadership has resulted in continued growth in Citigate Cunningham's Boston office. During his tenure, he has supported a wide variety of start-up ventures and large publicly traded companies in the business-to-business and business-to-consumer markets. Malinowski has extensive experience in all aspects of PR including company and product launches, M&A and other financial communications, executive communications, analyst relations, events management, and business, trade and vertical media relations.

George has also played an integral role in the growth of Citigate Cunningham's East Coast operations. As a core part of the leadership team, she is an excellent internal mentor, provides strategic counsel and oversees positioning, planning, communication program development and implementation for clients. During her agency tenure, she has supported a wide variety of enterprise and start-up companies in the business-to-business and business-to-consumer markets. Her technology experience spans enterprise software, hardware, storage, mobility and identity management, with vertical market expertise in financial services, defense and consumer technology.

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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