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Citigate Cunningham Garners 2008 Bell Ringer Award of Merit

PR agency receives recognition for its high-tech business-to-business campaign for InterSense, Incorporated

CAMBRIDGE, MA – June 2, 2008 – Citigate Cunningham, high-tech PR agency, received an Award of Merit at the 2008 Bell Ringer Awards. Citigate Cunningham was recognized in the product/service publicity category for the agency’s high-tech business-to-business (B2B) campaign for Bedford, MA-based InterSense, Incorporated.

Sponsored by the Publicity Club of New England, the Bell Ringer Awards honor excellence in the communications and public relations professions. The InterSense campaign catapulted the small, privately-owned precision motion tracking technology provider into the media spotlight over the course of 2007. Citigate Cunningham achieved a 650 percent year-over-year increase in coverage, as well as a significant improvement in the overall quality and depth of coverage, and the agency’s efforts served to help change the perception of InterSense from a government contract components provider into an industry thought leader.

“In PR, stellar results are frequently linked to large budgets and well-known brands. We are honored to receive this award because it not only reflects Citigate Cunningham’s best practices, but also our ability to garner great results on a tight budget for smaller, lesser known firms with cutting-edge technology,” said Christine Pfendt, CEO 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, operating from 70 principal offices in 31 countries. The group has particular strengths in the consumer, financial, public affairs, integrated healthcare and technology sectors. To learn more, visit www.citigatecunningham.com.

