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## **Citigate Cunningham Scores SynthaSite as Latest Win**

*Hot Consumer Web 2.0 Start Up Selects the Agency for its  
Deep Market Expertise and U.S. Connections*

SAN FRANCISCO — July 21, 2008 — Citigate Cunningham, one of the country’s leading technology PR agencies, today announced it has won the PR business for SynthaSite. Based in San Francisco, SynthaSite enables everyday Internet users to create free professional quality Web sites. Citigate Cunningham will focus on building a vibrant, active community for SynthaSite in the U.S., as well as a leadership profile for top executives such as CEO Vinny Lingham, who is not only a founder of SynthaSite, but is also a recognized expert in search engine marketing.

“In evaluating agencies, we found Citigate’s market expertise in Web 2.0, specifically in Web publishing, and results-driven approach to be the winning combination,” said Vinny Lingham, CEO of SynthaSite. “I appreciate the tenacity of the agency and can’t wait to continue to do great things together.”

“SynthaSite joins Citigate Cunningham’s specialty practice focused on hot Web 2.0 start ups such as Acquia and OpSource,” said Eileen Conway, CEO of Citigate Cunningham. “Our staff is ready to hit the ground running to help shape and tell the stories, like SynthaSite’s, that will define the future of the Internet.”

### **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 70 offices in 31 countries. To learn more, visit [www.citigatecunningham.com](http://www.citigatecunningham.com).

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