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## **Citigate Cunningham Announces New Leadership**

*Eileen Conway and Christine Pfendt Tapped for Deep Communications and Financial Operations Expertise*

SAN FRANCISCO – September 4, 2007 – Citigate Cunningham, the high tech PR pioneer, today announced the appointment of Eileen Conway and Christine Pfendt as co-CEOs of the agency. Conway and Pfendt are chartered with guiding and growing the Citigate Cunningham technology PR business, which already drives the communication efforts of industry leading companies such as Keynote Systems, Rambus and Sybase.

“Citigate Cunningham is a key part of our growing global network. The agency brings tremendous value as a leader in the technology PR industry, steeped in the Silicon Valley tradition. We are pleased to have Eileen and Christine lead our marquee technology practice into its next generation of growth,” said Lord Chadlington, Chief Executive of Huntsworth plc., Citigate Cunningham’s parent company. Huntsworth (<http://www.huntsworth.co.uk/>), a fully integrated international communications group with public relations at its core, has 70 principal offices in 32 countries, from EMEA to China to India.

Conway, a communications veteran with deep corporate and agency experience, brings over 15 years of enterprise, mobile and consumer technology public relations expertise to her new role. During her tenure at Citigate Cunningham, Conway has overseen and provided strategic counsel to all West Coast accounts while also extending the agency’s reach into hot new markets, including digital music. Conway previously served as vice president of corporate communications at software leader Macromedia. Prior to Macromedia, she served as a vice president at Edelman Worldwide, leading account teams for name-brand clients such as Apple and Proctor & Gamble.

Pfendt has been with the agency since 2001, focusing on finance and operations. Over the course of the past six years, Pfendt has contributed to the agency’s continued internal and external financial growth, resource

optimizations and operational business strategies. Her previous experience includes various management roles at Ziff-Davis Events, a Softbank corporation. She also facilitated the IPO and sale of Ziff-Davis (NASDAQ: ZD, ZDNET). Prior to Ziff Davis, Pfendt worked with the accounting firm Deloitte and Touche, specializing in mergers and acquisitions. She also held several management positions within Stanford University. Pfendt is currently a member of the Metropolitan Board of Directors for the Santa Clara County YMCA. Pfendt is also a member of the Branding Committee for the 2008 Olympic Games in Beijing, China.

“We’re excited to continue our tradition of practicing superior technology PR, both in traditional enterprise markets and in emerging areas such as green tech,” said Conway. “For example, we’re seeing tremendous technology innovation in support of the rapidly growing mobile workforce, in semiconductors, and in security — and we are doing landmark work in these fields and many more. It’s a pivotal moment for both our agency and the industry, and we look forward to what we will accomplish in the years to come.”

Former Citigate Cunningham President Paul Bergevin is joining Intel to lead its communications team.

#### **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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