

For Immediate Release



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Keynote Systems Awards Mobile PR Contract to Citigate Cunningham

Keynote chooses Citigate Cunningham for the agency's mobile expertise, results-oriented approach and creative developer relations campaign ideas

SAN FRANCISCO – July 24, 2007 – Building on the agency's strong mobile portfolio, Citigate Cunningham, high-tech PR pioneer, has added Keynote Systems to its client roster. Keynote has tapped Citigate Cunningham to further its market leadership to establish its brand in the mobile space. After an in-depth agency search, Keynote, known as The Mobile and Internet Performance Authority™, chose Citigate Cunningham for the agency's mobile expertise, results-oriented approach, creative developer relations campaign ideas and Bay Area presence.

Keynote Systems (Nasdaq "KEYN") is the global leader in test and measurement solutions focusing on four areas: Web performance, mobile quality, streaming & VoIP, and customer experience/user experience. The company joins Citigate Cunningham's growing portfolio of companies and products focused on servicing the mobile ecosystem including NeuStar, SOMA Networks, AvantGo and Sybase iAnywhere.

"As the generation that never knew life before mobile devices came of working age, it's shaking up the industry. There is an expectation that the applications and content on mobile devices will perform as we've come to expect from them on desktops," said Paul Bergevin, president and CEO, Citigate Cunningham. "Keynote falls right in this sweet spot, offering hassle-free on-demand test and measurement products to make this a reality. We look forward to helping them reach broad awareness of their technology and market leadership."

"We've worked long and hard over the years to establish ourselves as an important resource for reporters seeking expert commentary and data on topics related to Web site performance and online customer experience. Now we're moving aggressively to expand that thought-leadership to the mobile

world,” said Dan Berkowitz, senior director of communications for Keynote Systems. “We believe we’ve selected the right PR partner to get us there.”

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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