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## **Sybase 365 Selects Citigate Cunningham as its Agency of Record**

*Citigate Cunningham Now Agency of Record for Sybase and all its Subsidiaries*

SAN FRANCISCO – September 24, 2007 – Expanding the agency’s long-standing relationship with Sybase, Citigate Cunningham, the strategic public relations firm serving leading high-technology clients, has announced the addition of Sybase 365, the world leader in mobile messaging services, and a wholly-owned subsidiary of Sybase, to its client roster. As a result of this new client addition, Citigate Cunningham has now assumed the role of agency of record for Sybase and all its subsidiaries.

With the foundation of Sybase's core technologies, Sybase 365 provides true enterprise mobility between mobile operators, enterprises, global brands, and mobile content providers – offering the ability to access any information, from any place, at any time.

During the last six years, Citigate Cunningham has expanded its work with Sybase Inc., to include not only public relations for their corporate platforms and product offerings but also for the company’s subsidiaries Sybase iAnywhere, and now Sybase 365. Citigate Cunningham has succeeded in its mission to elevate the company’s visibility and profile with core audiences through the development of corporate messaging platforms and creative media/analyst relations campaigns that reflect the company’s value proposition.

“Having developed a strong partnership with Sybase over the past six years, we are thrilled that our relationship has grown to encompass Sybase and all its subsidiaries,” said Eileen Conway, president 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 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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