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Cobham Defense Systems Selects Live Wire Media Relations To Lead Major PR Push In The U.S.

Expanding Defense Company Bolsters Agency's Presence in Military IT Sector

ALEXANDRIA, Va. (August 3, 2009) – Live Wire Media Relations, LLC, (Live Wire), announced today that it has been named the public relations agency of record in the U.S. for Cobham Defense Systems (Cobham), the third-largest defense company in the United Kingdom. Live Wire will manage Cobham's public relations efforts as it expands into the U.S. market. This significant customer win grows Live Wire's practice in the defense information and intelligence systems arena.

Cobham selected Live Wire to design and implement aggressive branding, public relations and thought leadership campaigns to penetrate the U.S. market and to elevate its U.S. brand presence as a provider of secure total situational awareness. Under a previous engagement, Live Wire performed a comprehensive in-depth analysis of the company's internal and external communications activities and produced an Integrated Marketing Communications Plan to serve as the blueprint for Cobham moving forward.

With over 15,000 employees worldwide, Cobham is proud to design, develop and manufacture products, services and systems for military, civil, and intelligence communities around the globe. The company's mission critical technology and breadth of capabilities for network centric and intelligence operations, provides 360° mission perspective from every angle, allowing information to be moved around and managed on the digital battlefield to enable mission success. Cobham also supplies distinctive, high technology products for the commercial aerospace and civilian markets. Its centers of excellence include: Microwave, Antennas and Subsystems, Defense Communications, and Sensor Systems.

“With current and past clients including Raytheon Intelligence and Information Systems (IIS), The Carlyle Group, PeopleSoft, Deloitte, and other top-rated companies, Live Wire has a strong history in the technology sector,” said Chryssa Zizos, founder and president of Live Wire Media Relations. “Adding Cobham to our client roster solidifies and enhances our presence in the defense information technology sector, and we look forward to utilizing our expertise to help Cobham Defense Systems accomplish its business objectives in the U.S.”

About Live Wire Media Relations, LLC

Founded in 1998, Live Wire Media Relations, LLC provides innovative, strategic public relations consultation to establish communications objectives, identify media targets, and develop media opportunities and-most importantly-deliver results. Live Wire's seasoned professionals design and implement multi-faceted campaigns that maximize clients' media exposure and deliver messages that influence, persuade, and compel audiences to action. Live Wire's areas of expertise include media and industry analyst relations, message development, media and presentation skills training, as well as issues and crisis management across a variety of practice areas, including technology, defense, financial services, healthcare, consumer goods/services, federal government, education, and consulting. For more information visit us at www.livewiredc.com.