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Blue Chips Drawn to Boutique Style

Five Fortune 50 Clients Choose Live Wire over Larger Agencies

Alexandria, VA — June 1, 2006 – Live Wire Media Relations, LLC, a full-service boutique public relations firm based in Alexandria, VA, today announced several Fortune 50 organizations have recently selected the agency to handle their strategic communications initiatives. These new clients provide the springboard for Live Wire’s growth and are a key element in the agency’s development strategy.

The Carlyle Group, Raytheon IIS and Raytheon RIS, PeopleSoft, Inc., and Deloitte and have all selected Live Wire because of its commitment to excellence in media relations and the firm’s value proposition of employing only *senior-level* specialists, who average 10 to 20 years in the industry.

“A main tenant of what we deliver includes customized PR campaigns to meet the needs of each client,” said Chryssa Zizos, president and founder of Live Wire. “The attention and customized style of what we offer is what sets us apart from bigger agencies, and clients have taken notice.”

In every case, these Fortune 50 companies selected Live Wire over larger agencies. Efforts for the Carlyle Group have focused on media training 75 of the company’s senior partners. For Raytheon IIS and RIS, Live Wire continues to strategically reinforce the value of and the need for Raytheon’s technology and secure their position as a leader in the global technology industry.

“We’re innovative, we consistently deliver results, and we never lose sight of our client’s objectives, and that is what attracts industry leaders like these to Live Wire,” said Zizos. “Our programs enhance our client’s ability to recognize and leverage media opportunities to their advantage, and communicate ideas and messages in a credible, concise and effective way.”

Founded in 1998, Live Wire provides innovative, strategic public relations consultation to establish communications objectives, identify media targets, develop media opportunities and—most importantly—deliver results.

Chryssa Zizos is available and prepared to discuss Live Wire Media Relations and how it can help a company enhance its media profile. To arrange an interview, please contact Adele Cehrs by phone at (703) 519-1600 Ext. 107 or by email at acehrs@livewiredc.com

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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, 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 cover media and analyst relations, message development, media and presentation skills training, as well as issues and crisis management across a variety of practice areas, including technology, financial services, healthcare, consumer goods/services, federal government, education, and consulting. For more information visit us at www.livewiredc.com.