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Contact:

Adele Cehrs
Live Wire Media Relations, LLC
703-519-1600 Ext. 107
acehrs@livewiredc.com

Boutique Firm Included Among the ‘Biggest and the Best’

***Live Wire named as one of Top PR firms in the DC area by
Washington Business Journal***

Alexandria, VA, May 1, 2006 — Every year, the biggest and the best companies in the nation’s capitol scramble in the hopes of being included in one of the prestigious ‘Book of Lists’ compiled and distributed by the *Washington Business Journal*. This staple ‘who’s who’ guide to top-tier industry players now includes Live Wire Media Relations, LLC among its picks for the *Top 26 Privately-Owned Public Relations Firms* operating the DC market.

“We are honored to be ranked along side of some of the biggest and best in the business,” said Chryssa Zizos, president of Live Wire. “This award not only cements our position as leaders and innovators in the public relations industry, but has encouraged us to maintain our momentum going forward and continue our practice of delivering superior client service.”

Founded as a streamlined, boutique agency in 1998 by Chryssa Zizos, Live Wire is a full service public relations firm specializing in media relations, crisis management and media training. Today, Live Wire is rapidly positioning itself as a front-runner in the media relations market with a client roster including such heavy hitters as Raytheon, an industry leader in defense and government electronics, space information technology and special mission aircraft; The Carlyle Group, one of the world’s largest private equity firms currently managing over \$39 billion in 14 countries; and Bond International Software a global staffing software company.

Live Wire hires senior-level specialists who have an average 10 to 20 years in the industry, helping the agency to maintain access to local and national newsmakers – an approach unparalleled by any other agency, large or small.

“In the 21st century, the media has a greater reach and more clout than ever before,” said Zizos. “It takes experience and a powerhouse of talent to harness its potential.”

Chryssa Zizos is available to discuss the growth of Live Wire and the importance of media relations in enhancing a company’s professional profile. To arrange an interview, contact Adele Cehrs by phone at (703) 519-1600 Ext. 107.

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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, 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 cover 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, financial services, healthcare, consumer goods/services, federal government, education, and consulting. For more information visit us at www.livewiredc.com.

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