

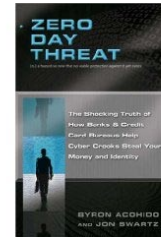
# Rocket Science PR – Security Technology Practice Group

Rocket Science specializes in PR for international high-tech companies—and has a proven track record for producing results among the security press.

Our collective experience in handling PR for security companies includes: Applied Identity, AVG Technologies, F-Secure (North America + international planning team), IronPort (pre-Cisco), Mirapoint, Singlefin (since acquired by St. Bernard Software), Secure Computing (acquired by IBM), Prevx, Voltage Security, Reconnex, Sanctum, and the Check Point/Nokia partnership.

Of course, you can be sure that we are going to say Rocket Science is a great PR firm... but who else says that we're great?

- When security reporters **Byron Acohido & Jon Swartz** launched their new book called *Zero Day Threat*, they publicly thanked us by printing the names of not just one, but *two* of our Account Directors (Marie Clark and Juliet Travis) in their book :-)
- Rocket Science is an **8-time award winning** PR firm—with five of those eight awards for our work in security. Not some cheesy awards, either: all of these are wins at the Gold or Platinum level, and 2004 and newer (see our website for short descriptions: [http://www.rocketscience.com/award\\_winning\\_public\\_relations.htm](http://www.rocketscience.com/award_winning_public_relations.htm) ). These thumbnails of articles that you see scattered about the page are all actual clippings from some of that award-winning work.



We've arranged security-related speaking opportunities at the **Pentagon**, **DEFCON** and the **Federal Reserve Bank**, advised the security journalist/book author **Dan Verton**, and supported security product retail pushes into **CompUSA**, **Tiger Direct** and **Fry's**. We have personal relationships with all of the security trade reporters and bloggers, plus we've placed feature-length articles in mainstream press like **Vanity Fair** (9-page feature story), **Business Week** (3 cover stories), **Wall Street Journal** (feature story), **Investors' Business Daily** (feature on mobile security), **San Jose Mercury News** (full-page feature), **USA Today** (constantly), **Wired** magazine (often)... and the list goes on.



Operationally, Rocket Science maintains a network of eight international PR affiliates who can represent the your security brand globally; a dedicated blogger specialist who himself is a respected blogger for Robert Scoble and Chris Pirillo; a dedicated liaison to reach the developer communities; client-specific wikis used for account collaboration & management; and a whole lot more.

Whatever PR challenges you have, chances are we've already solved a similar challenge and we can help you.

Mark Addison

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