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News

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Technology PR Boutique Launches PRTechConnect to Help Tech Startups Restart Economy with Industry's First \$999 Monthly Service

-- New division geared for technology, biotech and cleantech companies --

LOS ANGELES, March 8, 2010 – Olmstead Williams Communications, Inc., a full-service business-to-business public relations agency specializing in technology, biotech and cleantech, today launched PRTechConnect (www.PRTechConnect.com), a new division that embraces limited marketing and public relations budgets and connects small companies with their key audiences – customers, investors, suppliers and employees – through news media outreach for less than \$1,000 a month.

“PRTechConnect helps tech startups and other small businesses compete so they continue to grow, become leaders in their industries and get heard,” said Trent Freeman, president of PRTechConnect. “It’s our own economic stimulus program for the biotech, cleantech and other technology industries. We help these companies increase market share and revenues while creating more jobs, which is good for everyone as the economy expands.”

PRTechConnect leverages the knowledge, resources and infrastructure of a full-service public relations agency. Monthly services start at \$999 and include: comprehensive master media list development and ongoing maintenance; targeted trade press, local, regional and national media pitching that will help retain current business and drive new leads; customized news release templates with tips to help the company’s announcements stand out among competitors; basic wire service distribution for no additional cost that extends the reach of each news release online into Internet search engines and RSS feeds; and email delivery of pending story queries from reporters and editors seeking expert sources for industry-related articles.

Among the division’s first clients is Cloudworks, which provides web-based computing services for small and mid-sized businesses.

“PRTechConnect allows us to build on the momentum we’ve already established in the industry at a fraction of the cost of other PR options,” said Mike Eaton, CEO of Cloudworks.

Small businesses and tech startups that have a story to tell are often unable to afford professional public relations counsel. They quickly discover that establishing themselves as a brand name in their market is time consuming, creatively demanding and heavily reliant on familiarity and relationships with scores of diverse media – from blogs to local TV news to newspapers and magazines. PRTechConnect solves that problem and gives businesses access to the tools they need to compete in today’s fast-paced media marketplace.

“Our agency, Olmstead Williams Communications, is passionate about helping nurture the many small biotech, life sciences, cleantech, e-commerce, software and telecommunications companies that are growing and so important to a long-term economic recovery,” Freeman said.

To learn more about PRTechConnect, visit: <http://www.PRTechConnect.com>

About PRTechConnect

PRTechConnect is a division of Los Angeles-based Olmstead Williams Communications, a full-service business-to-business public relations and crisis communications agency focused on technology, biotech and cleantech companies, financial services providers and law firms. Visit www.PRTechConnect.com or call 310.479.7055 for more information.

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