

- **InsightCircle PR and Principor Communications Announce Strategic Partnership**

*Will Offer Programs To Meet Increasing Demand
for Integrated PR and Public Affairs Services*

Capitola, CA and Washington, DC, February 17, 2010 -- Insight Circle PR, an award-winning public relations agency focused on emerging growth and innovation companies, and Principor Communications, a Washington, DC- based communications and public affairs group, have formed a strategic partnership to meet the increasing demand for integrated PR and public affairs services.

As strategic partners, Insight and Principor have developed a set of results-focused, integrated campaigns that gives clients a new, efficient, unified option for communicating with their key audiences by tightly integrating public relations and public affairs.

"With the Obama administration and Congress playing an active role in the marketplace, companies are looking for help to increase their visibility with key audiences, raise their profile among decision-makers in Washington and help shape public policy decisions," said Carol Felton, president and founder of InsightCircle PR.

"What an organization represents is increasingly important to market success," said John Jordan, president and founder of Principor Communications. "Now more than ever, companies and other enterprises need an integrated and strategic approach to marketing communications and issues advocacy."

Principor Communications offers marketing communications and public affairs to organizations seeking a "start-up" approach to raising their profile and achieving strategic goals. The firm has been specializing in results-oriented communications for corporations, non-profits, trade associations, and government agencies since 2002. Clients include Fidelis Security Systems, PestPatrol, US Department of Health and Human Services, Momentive Performance Materials and International Relief & Development. www.principor.com.

InsightCircle PR is a boutique agency with a full-service approach to serving the needs of start-ups, emerging growth and other innovators in technology. Founded in early-2009, the firm is a team of senior level PR professionals that offers clients a fresh alternative to high rates for green talent, one-size fits all staffing and high team turnover typical of traditional PR firms. This approach delivers the highest quality and consistency of service in a client program, and delivers significantly greater value and results. Clients include Cypress Semiconductor, GainSpan Corporation, MobiBucks, DashOrder, Papercheck, Proof-Reading.com and VC Taskforce. www.InsightCirclePR.com.

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