

For Immediate Release

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Agency Business Development Firm Helps Write Image Grow Business

RSW Successfully Positions Ad, PR Agency and Wins Appointment from Allied Telesyn

Cincinnati, OH – June 2, 2006 – Write Image, a global player in the creation of Partner Marketing programs for high tech firms is building an even stronger business presence in the United States market, thanks in part to the efforts of advertising and public relations agency business development consultancy Reardon Smith Whittaker (RSW/US).

RSW/US general manager Mark Sneider says that his firm has been able to more effectively position the offering of Write Image, helping the international marketing firm to cut through the marketing clutter and create higher order consistency in its messaging – consistency that has helped open doors and win potentially lucrative U.S. business.

With the success of the PACE (Partner and Community Engagement) model in its arsenal, Write Image has attracted interest from top national and international businesses - recently winning an appointment from Allied Telesyn, a provider of Ethernet/IP Access Solutions, to help refine a portion of their Partner Marketing program. The PACE model is designed to create efficiencies and higher productivity at all phases of the engagement – from initial communications to monitoring and measuring the rate of acquisition of new subscribers.

“Partner Marketing programs are programs that help high tech firms, such as Allied Telesyn, build an efficient community of networked representatives. These firms rely on value added resellers to represent and market their goods and services,” Sneider explains. “By properly positioning Write Image as the go to expert in this arena, we were then able to more effectively communicate and ultimately secure more meaningful business in this particular industry sector.”

Sneider adds that marketing agencies must find what makes them unique, and utilize that insight to win better, more lucrative, more rewarding, and ultimately more long term business for the particular agency. He encourages agency executives to look at their agency like the “cobbler whose child has no shoes,” and bring in outside help, like RSW/US, to help them objectively focus and properly position their agency for growth.

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More information can be accessed at www.rswus.com or by calling 513.293.6785. Sneider can be contacted at mark@rswus.com.

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Write Image provides marketing services and structured marketing programs that support clients in achieving their business objectives. With offices in London, New York and Seattle, Write Image employs approximately 170 marketing professionals – each passionately committed to delivering what is promised to clients. More information can be accessed at www.write-image.com.

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Founded in 1987, Allied Telesyn is a member of the Allied Telesis Group, a global provider of secure Ethernet/IP access solutions and an industry leader in the deployment of IP Triple Play networks over copper and fiber access infrastructure. Our POTS-to-10G iMAP integrated Multiservice Access Platform and iMG intelligent Multiservice Gateways, in conjunction with advanced switching, routing and WDM-based transport solutions, enable public and private network operators and service providers of all sizes to deploy scalable, carrier-grade networks for the cost-effective delivery of packet-based voice, video and data services.

