



Wills & Associates, Inc.  
Public Relations

## NEWS RELEASE

### For Immediate Release

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## Wills & Associates Selected by Ztango, Inc. as Public Relations Agency of Record

**BALTIMORE, MD --March 01, 2003 --** Public relations firm Wills & Associates, Inc. (W&A) has been selected by Ztango, Inc., the leading provider of enhanced wireless messaging and multimedia services, as its public relations agency of record. Wireless carriers serving over 90 percent of the U.S. wireless marketplace utilize Ztango's carrier-grade, revenue-generating services. W&A is working with Ztango on its global public relations and marketing efforts.

"Wills & Associates has worked with a wide range of businesses within the wireless sector, and we value the agency's successful track record, expertise, and connections throughout the wireless industry," said Adrian McAloon, Ztango's Director of Product Marketing. "We worked with Wills & Associates in 2003 at several key wireless industry trade shows, and they provided us with strong PR counsel that translated into positive exposure of our news in the trade and business media."

Ztango's carrier-grade Metcalf™ Global Messaging platform provides a robust infrastructure for the delivery and management of Inter-carrier SMS. The Ztango Multimedia platform provides wireless network providers, media companies and wireless device manufacturers with cutting-edge delivery, content management and billing technologies enabling the delivery of a wide range of wireless multimedia services including ringtones and animated images.

Ztango delivers its services across the wide variety of CDMA, TDMA and GSM wireless systems. The company's knowledge of wireless applications and device capabilities enables Ztango to support advanced MMS, EMS, JAVA and BREW-based wireless media services.

"Ztango gives wireless carriers the ability to bring to consumers the products and services that impact the lives of people every time they pick up their wireless phone," said Brad Wills, President & Chief Operating Officer of Wills & Associates. "We are extremely pleased to be expanding our work with Ztango, because of their impact on the wireless marketplace, and the company's understanding of the value of public relations."

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### **About Wills & Associates, Inc.**

For more than 25 years W&A has been one of the Mid-Atlantic region's leading public relations firms. From offices in Baltimore and Bethesda, Maryland, W&A specializes in media relations, government and business relations, fundraising, and institutional development. The firm also provides comprehensive writing and editorial services, crisis communications, and special events planning. Wills & Associates applies a thorough knowledge of public relations principles, and a personal, consultative approach for a range of corporations, associations, and non-profits. For more information on Wills & Associates, please visit [www.wills-pr.com](http://www.wills-pr.com).

### **About Ztango**

Ztango is the leading provider of enhanced wireless services. Ztango develops and manages a set of innovative wireless messaging and multimedia services that can be quickly and efficiently deployed. Leveraging its integrated software solutions, network operations and customer care center, Ztango services are utilized by carriers representing over 90% of the U.S. wireless marketplace. Ztango's customers immediately profit from services that leverage the explosive growth of wireless messaging and multimedia services. For more information, visit [www.ztango.com](http://www.ztango.com).