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MSR COMMUNICATIONS SELECTED AS PR AGENCY OF RECORD FOR CELLYNX

*Award-Winning PR Firm Chosen to Conduct Social Media, Media and Analyst Relations
for First Plug and Play Cellular Booster*

SAN FRANCISCO, CA — November 30, 2009 — MSR Communications®

(www.mscommunications.com), an [award-winning public relations firm](#) specializing in providing [communications management](#) for technology, B2B and consumer lifestyle companies, today announced it was named [PR agency](#) of record for [CellLynx](#), creator of the first plug and play cellular signal booster.

Capitalizing on widespread consumer dissatisfaction with indoor and vehicular cellular phone coverage and wireless Internet speeds, CellLynx's 5BARz Road Warrior delivers up to 20x faster Internet and clearer calls in zones with even the weakest signal. The device can be used anywhere power is available, including in vehicles, home offices, office buildings, or hotel rooms. Unlike conventional cell phone boosters or repeaters, 5BARz requires no installation, external cabling or antennas.

"We chose MSR Communications based on their experience and proven results in transforming mobile and other start-ups into industry leaders," said Barry George,

CellLynx's Chief Marketing Officer. "MSR's ability to effectively introduce new technologies in a way that incites actionable demand made the decision to work with them an easy one."

The San Francisco-based public relations agency was selected from a review of major multinational PR firms to execute strategic social media, broadcast, and media/blogger and analyst relations to promote the CellLynx technology.

"With our increased dependence on mobile connectivity, there is a real need for groundbreaking solutions that can strengthen and extend mobile and wireless coverage into areas where signals tend to be less than reliable," said Mary Shank Rockman, principal and CEO, MSR Communications. "We are looking forward to working with CellLynx to educate the public about a solution that makes mobile phone or Internet connections just as dependable as the ubiquitous landline."

About MSR Communications

MSR Communications is an independent public relations firm that offers award-winning creative intelligence and superior communications management services to technology, B2B and consumer lifestyle companies. The firm has practice areas in media and analyst relations; speaker placement programs; corporate positioning and messaging, social media and digital marketing communications; and crises/reputation management. Based in San Francisco, CA, MSR was named one of the 2008 Top 5 Small PR Firms in the nation. For information, visit www.mscommunications.com or call (415) 989-9000.

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