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Silicon Valley Boutique PR Firm Launches PR Café

*Kulesa Public Relations First to Bring Affordable PR Products to
Beginners; Fresh PR “Packs” Offer Strategy, Tactics, Tips and Guides
for Promoting High Tech Products*

San Mateo, Calif. – Aug. 29, 2007 – Silicon Valley public relations firm, Kulesa Public Relations, Inc., today announced the launch of PR Café, a wholly-owned subsidiary dedicated to delivering affordable PR products and resources for growing companies. Developed by expert media professionals, PR Café’s line of Fresh PR Products™ provides an affordable alternative for organizations looking to increase market awareness through building or expanding on media and analyst related activities and programs.

“Over the years, we have come across many experienced marketing communications professionals who are great at what they do, but are less familiar with PR, yet charged with its responsibilities. Our Fresh PR product line is all about providing these organizations with the same level of PR strategies and tactics we’ve used to promote our clients – from startups to billion dollar corporations – at an affordable price,” said Joanna Kulesa, president of Kulesa Public Relations.

Created to bring the most current and innovative strategies and tactics for cultivating positive press to organizations of any size, PR Café’s Fresh PR product line offers step-by-step instructions essential for developing and managing PR programs, including tactics and “how-to” tutorials that range from strategy, messaging and positioning, through the basics of writing a press release, to the more nuanced tactics of capitalizing on industry conferences and product reviews.

“KPR had a significant impact on helping me build and position my high-tech business from startup through acquisition by EMC Corp,” said Gili Raanan, former CEO of nLayers. “They’ve packaged their significant experience in launching and promoting software companies into a portfolio of high impact products that will surely help deliver results.”

With the launch of PR Café, Kulesa Public Relations has synthesized decades of experience in putting high tech companies on the map through key services such as analyst relations, media relations and product launches, to deliver products in a format that lets customers choose programs based upon the specific needs of their business. The PR Café product line includes:

- **Fresh PR Tactical Pack: Powerful Tactics for Promoting High Tech Products** – This product is the perfect “starter kit” for any organization to begin their PR practices. The package includes such PR basics as developing the killer pitch, writing an effective press release and media relations basics.

- **Fresh PR Strategy Pack: Separate Your Product and Company from the Rest** – The next step in leaving your mark on the industry, this package includes PR tactics such as expert messaging and positioning, creating the best media strategy, and analyst relations.
- **Fresh PR Awards, Product Reviews and Speaking Pack: The Fastest Route to Winning Awards, Speaking Engagements and Product Reviews** – This pack outlines the best way to build your organization and executives as experts and leaders in the industry. The package includes instructions and tips to help you effectively secure speaking opportunities, industry awards and product reviews.

PR Café also offers a free monthly e-newsletter with tips, resources and expert advice on how to put together a successful public relations program for your high tech product. To subscribe, please visit <http://www.publicrelationscafe.com/html/subscribe.html>.

For more information on PR Café, Fresh PR and package offerings, please visit <http://www.publicrelationscafe.com>.

About PR Café and Kulesa Public Relations

PR Café is a subsidiary of Kulesa Public Relations, Inc, a boutique high technology PR agency based in the heart of Silicon Valley with over 100 years of collective experience in launching and promoting high-tech companies.

PR Café brings our knowledge and expertise to you with the Fresh PR product line, which leverages our deep experience helping grow high-tech companies -- many of whom have had successful IPOs or have been acquired by name brand companies such as Cisco, Computer Associates, EMC and Sybase. We put companies on the map by helping them gain visibility in the media to drive awareness among key audiences, including investors, customers, partners and employees.

Our clients have ranged from aggressive start-ups to mid-stage high-growth companies and market-leading public companies in the enterprise and consumer software, wireless/mobile, security and biotech industries. Kulesa PR is located in San Mateo, California and on the web at www.kulesapr.com.