



FOR IMMEDIATE RELEASE

Pyro Networks Selects Crux Communications as Agency of Record for Global PR and Marketing Efforts

San Diego, CA – March 3, 2008 – Crux Communications, a full service PR and marketing communications agency, focused on providing communications programs to wireless companies, today announced that it has been selected by Pyro Networks, a wireless solutions provider headquartered in Hyderabad in India.

“Crux Communications comes with many years of experience from the wireless industry and have solid reputation with key vendor and carriers in the industry,” says Paritosh Reddy, COO of Pyro Networks. “We’re expanding rapidly into many new regions of the world in the wireless industry and are looking to Crux to guide us in making an impact globally.”

Crux Communications will assist Pyro Networks with building their brand globally in the wireless community towards wireless carriers and the industry at large via PR, and marketing communications efforts.

“Starting out as the first company to introduce ringback tones and interactive mobile application back in 2002 in India, Pyro is truly a visionary mobile solutions vendor,” says Charlotte Rubin, Managing Director at Crux Communications, Inc. With their recent world recognition at the Global mobile Awards for their InRoam solution – allowing pre-paid subscribers to roam internationally at local rate -- it’s truly an honor to be selected as Pyro’s global PR and marcom agency,” Charlotte continues.

About Crux Communications

Crux Communications, Inc. specializes in integrated communications strategies – bringing together messages, audiences and communication channels. Crux Communications has global experience and expertise in strategic communications development, branding, public relations, marketing communications, direct, mobile and online marketing, advertising and overall creative execution. www.cruxcomms.com

About Pyro Networks

Pyro Networks, a mobile technology solutions provider, is an agile, thinking company whose track record is known to some of the best carriers and vendors across the world such as: Airtel, BSNL, Celtel – a subsidiary under the Zain Group, Hutch (now Vodafone), Idea Cellular, Nokia, Reliance, Tata Teleservices, Vodacom, Zantel and Tigo. Pyro Network's premier technology platform, InRoam, is a unique solution that helps to create a seamless roaming environment for pre- and post-paid subscribers through innovative features such as local recharge facilitating recharge of an IN network prepaid account in the home network of the subscriber when roaming. In Africa, Pyro Network's InRoam platform is seen as the industry frontrunner. By virtue of its abilities to customize and integrate, Pyro Network has helped service providers deliver better value and enhanced customer loyalty and revenues. www.pyrogroup.com.

FOR MORE INFORMATION, PLEASE CONTACT
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