



301.588.2900 • www.boscobel.com

8606 Second Avenue

Silver Spring, MD 20910-3326

Fax 301.588.1363

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Contact Information:

Gina Pagliaro

301-588-2900 x 110

gpagliari@boscobel.com

BOSCobel EXPANDS PUBLIC SECTOR WORK WITH CITRIX

PR Firm Supports Virtualization Leader in Government, Education and Healthcare

SILVER SPRING, MD – February 2, 2009 – Boscobel Marketing Communications, Inc. announced today that it has expanded its scope of work with Citrix Systems, Inc. Boscobel's services will include a broader set of marketing and communications initiatives, as well as a renewal of public relations services. Boscobel will continue to focus on communicating that Citrix quickly and securely delivers the most cost-effective, end-to-end virtualization solutions available today to the public sector.

"With successful campaigns like Power IT Down Day, Boscobel has proven they can help us tell our story with meaningful results," said Tom Simmons, area vice president for Government Systems for Citrix. "Boscobel's success in this area is just one of many reasons we want to continue working with them as we strengthen our relationships within the public sector."

The new scope of work will complement Boscobel's current, successful PR activities for Citrix. Specifically, Boscobel will provide messaging, capabilities presentation services and marketing communications support.

"Our relationship continues to be a successful and harmonious partnership," said Joyce Bosc, president and CEO of Boscobel. "The Citrix mission, much like Boscobel's, is to provide innovative, reliable and flexible solutions for customers. We're proud to help fulfill that mission."

The agency was named PR firm of record for Citrix Systems Public Sector in 2007. The contract includes all public sector divisions, such as federal, state and local, education and healthcare.

About Boscobel Marketing Communications, Inc.

Now in its 31st year, Boscobel Marketing Communications, Inc. is the Washington, D.C.-area's longest-standing branding and public relations firm. The company specializes in Fortune 500 systems integrators, government services providers and government agencies. In addition to full-service PR capabilities, Boscobel draws upon multiple specialized practices to support client needs, such as the only Merger and Acquisition program in the D.C. area supporting the federal contracting community. Boscobel also launched the industry's first pre-RFP program in 2002 to help integrators capture major contract opportunities. Founded by Joyce Bosc, the company is best known for its landmark work in branding and launching America Online. More information on Boscobel can be found at www.boscobel.com.

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