

## Trayport Ltd., The EUs dominant carbon trading platform

Headquartered in the United Kingdom, Trayport, Ltd. (GFIG/Nasdaq) is the leading provider of software to the European commodity trading community. the company develops, deploys and supports resilient software for trading in any asset class worldwide in cleared or OTC markets. Its GlobalVision software is used by the world's largest trading companies in high profile markets that include derivative and cash instruments.

Trayport, also handles 85% of all carbon trading (cap-and-trade) in the European Union, and is now penetrating the nascent US carbon market. To support its North American market push, we attracted 66 journalists to a New York media event Trayport organized to educate US Media about the financial aspects of carbon trading. The event, titled, "Is Carbon the Next Big Thing for US Business?" resulted in coverage by Japan's **NHK TV, Reuters, Platts Oilgram, BusinessWeek, Forbes, Risk** and **Financial Technology**.

## WhiteSmoke Advanced Writing Software Based on Natural Language

We arranged coverage of WhiteSmoke — the world's most advanced writing software, based on natural language processing technology — in the **Washington Post**, on network TV affiliate Web sites, **Forbes.com** and other media outlets that influence students and careerists who want to improve their language skills.

## PeerApp, Inc. the Peer-to-Peer File Transfer Solution Developed in Israel

We introduced Israeli-financed **PeerApp, Inc.**, a protocol-based bandwidth solution to help ISPs in the US, Asia and South America enhance network efficiency, reduce peer-to-peer (P2P) bandwidth requirements and cost, enhance subscriber experience, and add services. PeerApp solutions also enable ISPs to manage peer-to-peer file transfer in compliance with international and US copyright and intellectual property law. Its UltraBand 2000, enables ISPs to reduce bandwidth requirements by over 50%.

We arranged coverage in **Slyck, Online Media** and **Telecom Asia**, and media in Thailand and China.

## Morpheus, Biometric Technology in the Post 9/11 World

Pirozzolo Company managed media relations during a high-level New York conference on biometric technology for security applications. The conference participants included senior management of Isogonics, Viisage and Sony. The effort on behalf of clients Strategic Research Institute and Morpheus Technologies resulted in coverage by **AP**; the **New York Times**; **UPN-TV – New York**; and media from the Netherlands, France and Norway.

### **Metcalf & Eddy, Activated Carbon Treatment Technology**

We arranged for Dr. Donald Kemp of Metcalf & Eddy Professional Engineers to appear as an expert witness at US EPA hearings on activated carbon technology for water treatment. We provided media training for Dr. Kemp, arranged print and broadcast coverage, and ghostwrote technical articles. As a result, *Metcalf & Eddy* was invited to produce the first technology transfer manual on advanced activated carbon technology for drinking water.

### **NASA Space Shuttle**

We arranged national and industry coverage of Metcalf & Eddy's participation in NASA Space Shuttle test flights. Our work resulted in dozens of articles, TV appearances and professional engineering press coverage for Dr. Otis Granis, the project leader who brought a distinctively inventive and creative philosophy to engineering. Establishing Dr. Granis as an engineering community folk hero resulted in a 27% increase in applications from engineering school graduates during the year of the campaign.