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win from within™

 **press release**



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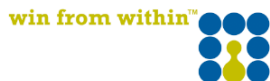
CYTO COMMUNICATIONS, LLC FORMED

Columbia, Maryland – Two senior communications executives together left their advertising agency employer of 10 years to form Cyto Communications, LLC, a creative and consulting firm that will provide organizational and employee communication services to corporate, non-profit, and government clients. Managing partner John Phelan, 45, of Washington, D.C., will direct creative services. Richards Badmington, 50, of Towson, Md., also will serve as managing partner and provide strategic counsel to clients. The new firm will be headquartered in Columbia, Md.

According to its managing partners, the firm's name, logo, and tagline – "win from within" – were chosen to reflect its focus on employee communication.

"Cyto means cell, and cells make life possible. People are the cells of an organization," said Badmington. They hold the tools and do the work to keep the enterprise alive and thriving."

Phelan said he designed the logo to evoke the individual surrounded by other stakeholders critical to the success of the organization. Phelan added that the tagline, "win from within" speaks directly to the power that lies with employees to shape a company's prospects.



The partners will begin their business serving two clients retained from their previous employment; the Fortune 500 Host Marriott Corporation and the national engineering firm of Patton Harris Rust & Associates.

Badmington noted that the decision to concentrate on organizational communication was strongly influenced by a series of strategic and tactical engagements serving human resources and corporate communications departments with which he and Phelan were involved while working their former agency.

"We see many successful and worthy companies whose leaders understand the critical importance of managing their culture, how they communicate, and the relationship between company and worker or partner," said Phelan. "We live in a knowledge and service economy where the performance and attitudes of employees can make or break an organization. We're convinced there's value in helping companies connect with their workers and partners."

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