



Fonality Appoints LEWIS PR as Agency of Record in US and Australia

Teams With Agency to Increase Exposure and Strengthen Brand

Fonality, a leading provider of cloud-based business phone systems and contact center solutions for growing businesses, has appointed LEWIS PR as its public relations agency of record in the US and Australia. LEWIS was selected after a competitive pitch and kicked off the six-figure campaign in May.

Fonality is dedicated to changing the way businesses communicate by providing affordable, cloud-based enterprise-class phone systems that allow organizations to compete on a level playing field with much larger companies. The company believes that businesses should not have to pay for expensive traditional PBX systems or settle for the typical, feature-lean, phone systems that have always made some companies look and sound small. Fonality is committed to providing communication solutions that are simple to use and easy to manage.

Steve Shimek, general manager of the LEWIS office in Los Angeles, will lead the program and will report to Corey Brundage, VP worldwide marketing at Fonality.

The primary goal of the campaign is to promote Fonality's reliable, feature-rich and easy-to-use phone systems.

"We're very excited to begin working with LEWIS PR," said Brundage. "Its extensive experience running proactive, international campaigns for technology companies in our space made it the perfect fit for Fonality."

"We're absolutely thrilled at the opportunity to represent Fonality," said Shimek. "Its technology is cutting edge and we're excited to help take its media relations to the next level in the US and overseas."

About LEWIS PR

LEWIS PR is a global communications firm. LEWIS combines the personal service and attention to detail of a boutique PR agency with the unmatched experience level of a global PR firm to deliver the best possible results for our clients. In addition to traditional media and analyst relations, LEWIS specializes in social media PR, SEO, digital marketing and creative services. It works with companies to implement integrated communications programs on an international scale. LEWIS works with leading and emerging brands across multiple sectors, including automotive, consumer, government, healthcare, insurance, legal, non-profit, technology and telecom.

About Fonality

Founded in 2004 and headquartered in Culver City, Calif., Fonality is a leading developer and marketer of cloud-based business phone systems and unified communications solutions for small to medium sized businesses. Investors include Draper Fisher Jurvetson, Intel Capital, and Azure Capital Partners. For more information, visit: www.fonality.com.

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