



Mzima Networks Selects Jaymie Scotto & Associates as Its Public Relations Firm of Choice

NEW YORK, NY. —March 25, 2009-- [Mzima Networks](#), the world's premier high-performance network service provider, has signed an agreement to retain [Jaymie Scotto & Associates](#) (JS&A), the full-service public relations and marketing firm for the telecommunications industry, as its PR firm of choice. As part of Mzima's growth strategy, JS&A will be providing Mzima a full suite of marketing tools and targeted communication messages, including a website re-design, collateral, case studies, press release writing, and media outreach.

"Mzima's IP network services offer high-performance, reliability and value to global enterprise, content and service providers alike," states Jaymie Scotto Cutaia, CEO of JS&A. "The company's cutting-edge network architecture and leading customer service are already well-established in our industry; it's an honor for JS&A to be able to further market and grow the company's brand."

"We chose JS&A because the firm knows telecom, including the industry journalists, events and relevant speaking opportunities for us," continues Joe Cooper, VP of Sales and Marketing for Mzima. "We have worked with the JS&A team on other announcements with our clients and partners, and have appreciated their ability to articulate telecom news in a clear, concise manner that captures the unique value proposition of our company, and then insures these messages are widely distributed to our target markets. We look forward to working with JS&A as we further grow our IP network service, including native 10 Gigabit Ethernet applications, globally."

Mzima joins a distinguished roster of JS&A customers, including global service providers, media organizations and associations catering to the telecom industry. For JS&A's complete client roster, blog postings, and company portfolio, please visit www.jaymiescotto.com.

For more information on Mzima's high performance IP Transit, IP Transport and MetroEthernet services, please visit www.mzima.net.

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About Jaymie Scotto & Associates, LLC (JS&A)

JS&A is a full-service public relations and marketing firm with proven experience in delivering strategic branding, design and communications for the emerging technology and telecommunications industries.

JS&A professionals have a proven track record of establishing recognizable corporate brands and deploying sensible marketing strategies that position its customers as leaders in the industry. These brands and strategies are then amplified within news announcements, promotions, events and collateral, adding increased corporate value and increased time to market. For more information, visit the [JS&A Linked In Group](#) or visit our online portfolio at www.jaymiescotto.com.

www.mzima.net

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About Mzima Networks

Founded in 2002, Mzima Networks is the world's premier high-performance network service provider delivering Internet bandwidth to enterprise, content providers and carriers globally. Mzima's all-optical, meshed backbone network is engineered to provide the highest levels of performance, reliability and value. By leveraging its partnership with Force10, Mzima is the leader in native 10 Gigabit Ethernet technologies. Coupled with its extensive private peering with numerous broadband ISPs and content providers, Mzima Networks offers its customers the fastest, most reliable connectivity currently available.

For more information please visit: www.mzima.net.

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