

Thu, 24 Mar 2011

3:04 AM

(no subject)





```
/* Style Definitions */
table.MsoNormalTable
{mso-style-name:"Table Normal";
mso-tstyle-rowband-size:0;
mso-tstyle-colband-size:0;
mso-style-noshow:yes;
mso-style-priority:99;
mso-style-qformat:yes;
mso-style-parent:"";
mso-padding-alt:0in 5.4pt 0in 5.4pt;
mso-para-margin:0in;
mso-para-margin-bottom:.0001pt;
mso-pagination:widow-orphan;
font-size:10.0pt;
font-family:"Times New Roman","serif";}
```

XIPWIRE and Pomegranate Hire 5W Public  
Relations as PR Firm of Record







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## 5W Public Relations

, one of the 15 largest independent Public Relations firms in the U.S., today announced the addition of several notable clients to its client roster, including Pomegranate and XIPWIRE. Born from the team's shared passion for music and entertainment, Pomegranate is a full service digital and talent agency representing notable brands across countless verticals. XIPWIRE is the first secure platform for the transfer of funds via text message.

Commenting on the recent client wins, Ronn Torossian, President and CEO of 5wpr, stated, "We are thrilled to be named agency of record for these truly dynamic organizations. While each company and story is unique, their shared entrepreneurial spirit and drive are perfectly aligned with our expertise in executing compelling, non-traditional brand building campaigns."

## About Pomegranate

Launched in 2008, Pomegranate is a full service digital agency and creative talent network located in Los Angeles and New York with satellite teams around the world. Since opening the doors they have garnered quite an impressive roster of clients, including Google, Bosch, Hewlett-Packard, U2, Alicia Keys, Kraft, Toyota, Nestle, Verizon, Wells Fargo Banks, American Express, Ian Schrager Hotels, Alford & Hoff Skin Care, Tasty Brand Organic Foods, William Rast by Justin Timberlake, Wolfgang Puck and The Olympics to name a few.

#### About XIPWIRE

Founded in 2009, XIPWIRE is a mobile payment service that enables people to securely send and receive money using a simple text message. XIPWIRE leads the region in mobile payment technology with a strong focus on simplicity and security. Its robust platform caters to individual users as well as merchants and nonprofits. XIPWIRE complies with all state regulations, operating with a SMS short code (56624) and certification from all major mobile carriers.

Security: Public

Location: Not Specified

Mood: Not Specified

Music: