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VOXUS Helps Giant Campus Target Key Audiences for Technology-based Education Programs

Tacoma, Wash. – February 3, 2009 – VOXUS, Inc. (www.voxuspr.com), a public relations consultancy for technology companies, today announced it has been named the agency of record for Giant Campus (www.giantcampus.com), the nationally recognized leader for innovative technology programs for youth and adults. VOXUS' targeted media outreach activities enable Giant Campus to drive enrollment for its in-person and online camps in the most cost-effective manner possible.

"We are fortunate to be working with VOXUS, a public relations agency that not only shares our passion for technology education, but understands how to target our core audiences," said Cathy Shoaf, Director of Marketing for Giant Campus. "Having worked with VOXUS in the past, I was excited to again tap their creativity and media expertise. Just about a month into our program, VOXUS delivered coverage in prominent publications like Wired magazine and unique regional coverage reaching more than 1.5 million people."

Giant Campus provides education and hands-on experience in cutting-edge technology for game and Web design, digital photography, video production, computer programming, business applications, and much more. Millions of students have participated in Giant Campus programs in a wide variety of environments, from K-12 classrooms to U.S. military installations, and at prestigious academic institutions such as Duke University, MIT, Stanford University and UCLA.

To drive enrollment for Giant Campus' technology education programs, VOXUS is leveraging a combination of highly targeted news and trends-based media outreach and event promotion. VOXUS offers the full spectrum of public relations services to help clients reach the investors, customers and partners that matter.

About VOXUS, Inc.

VOXUS, Inc. is a privately held public relations agency that is dedicated to using small programs to drive market leadership for technology companies. VOXUS' senior professionals offer years of experience effectively establishing and communicating – across a broad range of industries – the uniqueness of a company, product or service. The agency offers a targeted approach to ensure the right messages reach the right audience, in the most cost-effective manner possible. For more information, visit www.voxuspr.com.

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