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Which Computing? Magazine journalist joins Prompt Communications as copywriter

..Fast growing technology communications agency expands copywriting team with consumer technology specialist ...

London, 10 July 2008 – Prompt Communications, [<http://www.prompt-communications.com>], a PR, marketing and social media communications agency with offices in London and Boston, Massachusetts, has appointed Terrie Chilvers as copywriter.

Terrie will be based in Prompt's Copywriting division in its London offices, working with technology-based clients and alongside consultants in the company's PR, marketing and social media divisions. Before joining Prompt, Terrie was a senior writer/researcher at consumer magazine Which? Computing, where she was responsible for project managing extensive software and hardware tests, as well as writing consumer-focused, jargon-free copy.

"I'm looking forward to working with both business-to-business and consumer clients and am keen to get stuck into transforming technical content into copy that's really easy to understand." said Terrie. "I think writing in plain English is really important."

"We work with a substantial number of technology-based clients and communicating the features and benefits of any given technology to business in a clear and effective way is one of our core competencies," said Prompt's director of Copywriting Sean McManus. "Our clients often have complicated technology to explain, so it's important we have an experienced team of writers who can get their message across. Terrie will be an invaluable addition to this team, helping both b2b and consumer clients to explain their propositions clearly."



About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. The company has four business divisions: PR, Copywriting & Creative; Marketing Services and Social Media.

Prompt's clients include Adobe, Aperture Technologies, Colosa, Complanet, Concursive, Exist Global, Foviance, Formjet plc, Openbravo, Oracle Corporation, MIT Mobile Experience Lab, Morph Labs, Skyhook Wireless, smartFOCUS, SNIF Labs, Steganos GmbH and Webtide. For more information, visit www.prompt-communications.com