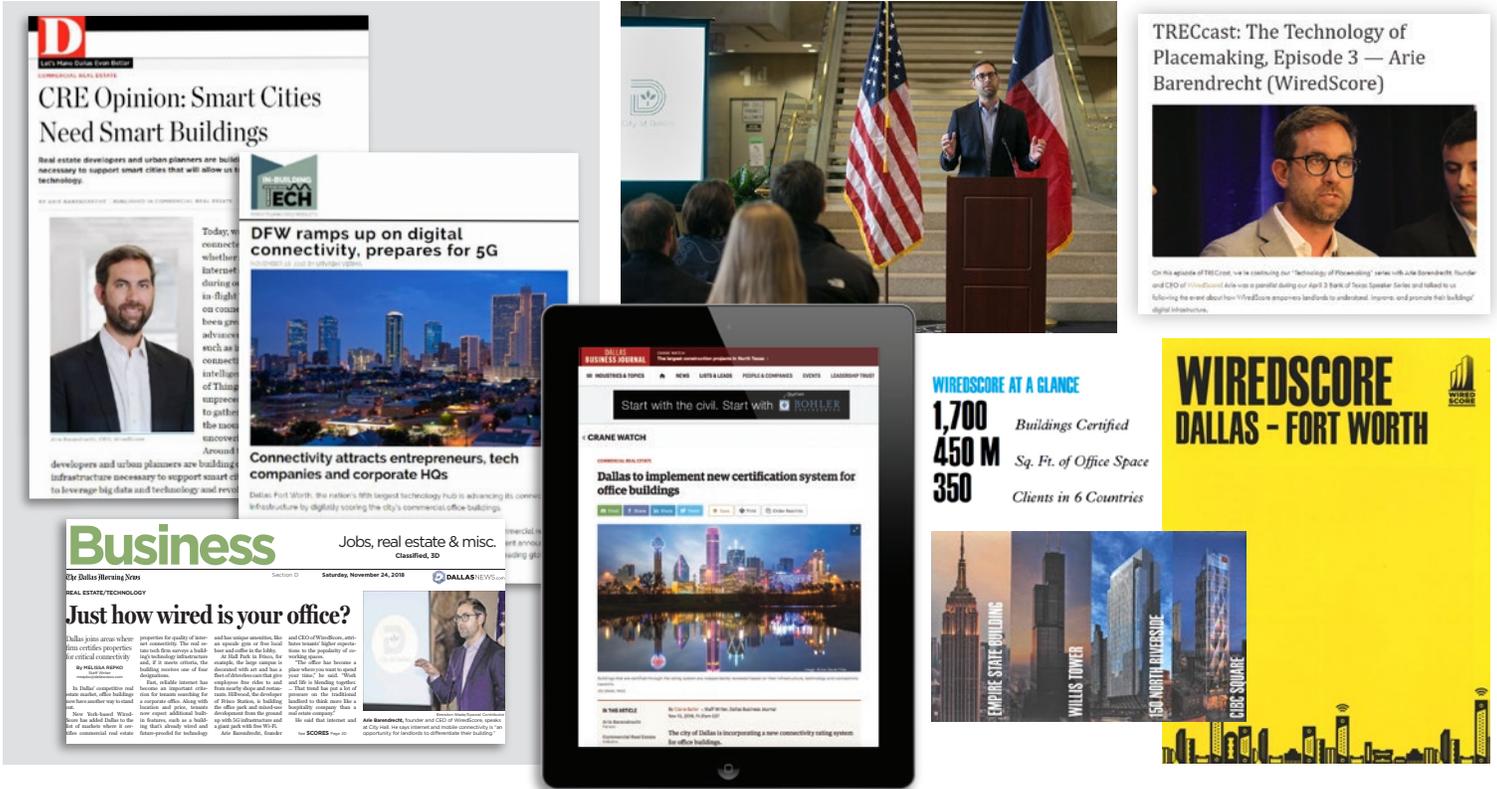


WiredScore



Founded in New York City and rapidly expanding across North America, WiredScore offers the world's leading connectivity rating system for office buildings. The company engaged Cooksey Communications to build visibility and credibility for its certification program as it prepared to establish Dallas-Fort Worth as the company's first flagship market in the Southwest.

Cooksey drew upon its deep connections and industry expertise to introduce WiredScore to North Texas, connecting the company to real estate developers, economic development agencies, media and other key influencers. WiredScore also tasked Cooksey with coordinating its market launch event, held at Dallas City Hall, with City officials, The Real Estate Council and leading developers. Cooksey secured launch-related features in numerous outlets such as The Dallas Morning News, Dallas Business Journal, KRLD-AM and more, as well as bylined guest articles from WiredScore executives in real estate trade publications. By the time of the official launch, WiredScore was able to announce that 15 top commercial partners had already committed to Wired Certification for their region-wide office assets.

