



ASC Signal Corporation is Latest Addition to Longbottom Communications Client Roster

Arlington, VA, June 8, 2010 – ASC Signal Corporation, a global manufacturer of satellite earth station, air traffic control radar antennas and high frequency antenna products for broadcast, government and enterprise satellite communication applications, has retained Longbottom Communications to assist with a range of public relations and marketing communications activities.

ASC Signal offers a line of high-quality antenna products that are enhanced with creative engineering and technology to deliver customized satellite, radar and UHF solutions. The company has a 50+-year heritage of delivering flawlessly-designed systems to some of the largest and most technically savvy military and commercial organizations in the world. Based in Plano, TX, ASC Signal has a large manufacturing operation in Canada and offices around the world.

“We chose Longbottom because of their depth of knowledge and key industry contacts across many segments, and know they will help continue to build and expand our brand recognition throughout the industries we currently serve,” said Keith Buckley, ASC Signal’s president and CEO. “While we’re already providing products in more than 140 countries worldwide, we’re counting on Longbottom to continue to strengthen our image.”

“We are honored to have been selected by ASC as their agency of record,” said Penelope Longbottom, President of Longbottom Communications. “ASC Signal has a breadth of services and global reach founded on the legacy of its former Andrews Corp. identity. Our team will assist ASC in capitalizing on their market position and further enhancing their brand awareness through targeted media relations and marketing communications support.”

Longbottom will build recognition of ASC Signal’s brand name and help drive new business initiatives through a comprehensive program of media outreach and a full range of marketing communications support.

Founded in 2000, Longbottom Communications is an integrated PR, Marcom and advertising firm representing enterprises that serve the global commercial, military and defense markets. The agency’s client base includes firms in such diverse markets as satellite communications, launch vehicles, space operations and situational awareness, nuclear power, radar systems, defense R&D and homeland security.

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