



For Immediate Release

Optimal Satcom Retains Longbottom Communications as Its Public Relations Firm

Arlington, VA, June 28, 2011 – Optimal Satcom, the world’s leading provider of enterprise systems and services for the planning and management of satellite capacity and SATCOM network design and optimization, has retained Longbottom Communications to help execute its public relations and brand enhancement strategy.

Optimal Satcom offers a comprehensive suite of products including the industry-leading Enterprise Capacity Manager™ (ECM®), Complian®, and COMSAT STAR® Suite. Its commercial-off-the-shelf products and customized systems are used to manage a significant portion of the world's commercial and military satellite capacity. Optimal also offers training and technical consulting services to assist satellite companies efficiently manage their capacity.

“We chose Longbottom Communications because of its deep knowledge and extensive relationships across all segments of the satellite communications industry,” said Ahsun H. Murad, President and CEO of Optimal Satcom. “Our commercial customers include many of the world’s satellite operators, the largest satellite service providers, and the major system integrators, and we have played a central role in the development of a number of MILSATCOM capacity management systems for the U.S. and its allied nations. We believe that adding Longbottom Communications to our team will further help to build and expand our brand awareness within the global SATCOM industry and MILSATCOM initiatives being undertaken around the world, consistently with our plans for growth of Optimal Satcom,” he added.

“We are honored to have been selected by Optimal Satcom as their agency of record,” said Penelope Longbottom, President of Longbottom Communications. “The company, which was formerly part of COMSAT Laboratories and spun off from Lockheed Martin in 2002, is the leading provider of commercial off-the-shelf products for enterprise satellite capacity management. Our team will assist Optimal Satcom in capitalizing on their strong market position and further enhancing their brand awareness through a comprehensive program of media outreach and public relations support.”

Founded in 2000, Longbottom Communications is an integrated PR, marketing communications and advertising firm representing enterprises that serve the global commercial, military and defense communications markets and the nuclear power industry. The agency’s diverse client base includes satellite operators and service providers, launch vehicle operators, satellite and aviation terminal manufacturers, and companies that provide a range of space operations, situational awareness and energy services.

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Contact:
1-703-528-5490
info@longbottomcommunications.com