

****Press information for immediate release 17th February 2011****

Etherlive connects with Triggerfish for PR services
Leading Wi-Fi provider appoints event industry specialist ahead of packed schedule

Triggerfish Communications, the London-based event and hospitality PR agency, has been appointed by leading event technology company Etherlive.

Triggerfish's brief will be to lead UK and international trade and consumer media activity through a period which Etherlive anticipates will see it become the technology provider of choice across the wide spectrum of live events under the global spotlight.

Formed in 2007, Etherlive has become noted for the technologically progressive nature of its offerings and continued focus on innovation development for the events industry. Etherlive covers the full extent of event organisers needs including Wi-Fi networking, temporary internet provision, wireless CCTV and real-time location tracking, connecting staff, crew and equipment.

Triggerfish will add Etherlive to a client base which includes Center Parcs, Keith Prowse, Lord's Cricket Ground, the Brewery and the Hotel Booking Agents Association.

Andrew White, managing director of Triggerfish Communications said: "We are extremely proud to be working with one of the genuine frontrunners in live event technology, with an unmatched depth of knowledge in the field.

Tom McInerney, director at Etherlive said: "We are very pleased to join Triggerfish's prestigious roster of clients. Their trusted expertise will be crucial as we extend our reach into the mainstream offline and online media, while working closely with the domestic and international event industry press."

**For further information / pictures, please contact
Triggerfish Communications 020 7233 9700**

Notes to editors

- Etherlive is the UK's leading provider of IT and communications technology for the live event sector.
- Etherlive is a specialist in large-scale outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.
- Etherlive has been appointed by the likes of WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
- Etherlive works with industry-leading suppliers such as Axis, Panasonic, Ruckus, Cisco, Microsoft, Intel, Xirrus and Meru.
- Website: www.etherlive.co.uk Blog: www.etherlive.co.uk/blog
Twitter: www.twitter.com/etherlive
- Etherlive Limited, Brinkworth House, Chippenham, Wiltshire, SN154HQ
- Tel: 01666 511862