



**Press Contacts:**

Matina Kakar  
iDashboards  
248.952.0840 x243  
[mkakar@idashboards.com](mailto:mkakar@idashboards.com)

Erin Muhlhan / Vanessa Apicerno  
Lewis PR  
617.226.8840  
[idashboards@lewispr.com](mailto:idashboards@lewispr.com)

**LEWIS PR Selected to Handle Public Relations for iDashboards**

**Troy, MI. – January 26, 2007** – iDashboards ([www.iDashboards.com](http://www.iDashboards.com)), a leader in web-based dashboards, announced today that it has selected Boston-based LEWIS PR to spearhead its public relations efforts.

iDashboards is a Web-based dashboard application that helps organizations leverage information assets through, visually rich, responsive business intelligence dashboards. The newly formed alliance will have LEWIS handling corporate PR activities for iDashboards while working closely together to promote the iDashboards brand and awareness across all media sectors.

“We’re excited to have an agency of this caliber and expertise representing us,” said Lawrence Pier, Director of Marketing, iDashboards.

“iDashboards has an innovative application which will completely change the face of data visualization. With a strong offering and a seasoned team, the company represents an excellent addition to our client portfolio,” said Claire Rowberry, vice president at LEWIS.

The partnership kicks off in January 2007.

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#### **About iDashboards**

Through its award-winning engineering and patented technology, iDashboards helps companies leverage information assets through visually rich, responsive, and personalized business intelligence dashboards to analyze, track, and drill-down through a wealth of information. Global enterprises such as Lockheed Martin, Unisys, ADP, and Georgia Pacific are making quicker, well-informed business decisions with the help of iDashboards. The company is privately held and headquartered in Troy, Michigan. To find out more about iDashboards, please call (248) 952-0840.

#### **About LEWIS**

LEWIS specializes in media and analyst relations for business and consumer companies worldwide. US headquarters are in San Francisco, CA and global operations are coordinated from London. Other wholly owned subsidiaries include Boston, Los Angeles, New York, San Diego, Washington, DC, Copenhagen, Düsseldorf, Eindhoven, Hong Kong, Munich, Madrid, Manchester, Milan, Mumbai, Paris, Shanghai, Singapore, Stockholm and Sydney.

The company has one of the fastest growth rates in its sector. LEWIS has revenues currently of \$25 million and employs over 200 staff. Please visit [www.lewispr.com](http://www.lewispr.com) for further information.