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Rebtel Names EthnikPR Agency of Record to Reach South Asian American Consumers

STOCKHOLM, Sweden & SAN FRANCISCO--(BUSINESS WIRE)--Rebtel, the people's global communication company, today announced it selected EthnikPR as its public relations agency of record to target the growing South Asian American consumer. EthnikPR, an award winning hybrid PR agency and marketing boutique, has rapidly grown to become the 'go-to' agency for brands looking to reach Indian, Sri Lankan, Pakistani and Bangladeshi Americans.

"Rebtel is a communication revolution and we look carefully to partner with like-minded innovators like EthnikPR," said Hjalmar Winbladh, CEO of Rebtel. "Their ideas, execution and track record in reaching the South Asian consumer is both refreshing and reflective of a new generation of marketing leadership."

Rebtel offers low-cost international calling on landlines and mobile phones, with especially low rates from the United States to countries such as India, Pakistan, Sri Lanka and Bangladesh. Rebtel's service is currently very popular in Europe, and now Rebtel users in the U.S. can make calls to India for as low as five cents a minute. Rebtel's service is a tenth of the cost of some services.

"With high gas and food prices, and an unstable economy, people are looking to save where possible and that starts with outrageous international phone call rates," said Vijay Chattha, Chief Talker of EthnikPR and its parent agency. "It's great to see a company like Rebtel deliver an important communication service that is as cheap as making a call in your own city."

EthnikPR is an award-winning public relations firm and digital marketing boutique focused on the South Asian American (SAA) consumer, a community that is 2.5-million strong in America with the highest disposable income of any other U.S. demographic. Several high profile organizations, ranging from the Smithsonian Institution, Sony Corporation, Badmash, The North American South Asian Bar Association, Masttones and others have chosen EthnikPR and its principals because of their fresh ideas and execution.

About Rebtel

Rebtel is a global communications company for individuals and businesses that make international calls. With Rebtel it's possible to call any phone, anywhere in the world, for just pennies per minute. Rebtel's services can be used with any mobile phone without modification or software downloads. There is no charge to set up a Rebtel account. No monthly fees, no connection fees and no hidden costs. Anyone may make a free 10-minute call to test the service. Thereafter, customers only pay for the minutes they use. Smart Calls between the 46 counties served by Rebtel are always free and only one of the two people on a call have to be a Rebtel customer. For more information, or to start using Rebtel services, go to <http://www.rebtel.com>.

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