

## Global Technology Company Signs On With Award-Winning Virginia Web Firm

**MANASSAS, VA, May 12, 2011** - Award-winning integrated marketing, interactive and advertising agency, ImagineDesign, is pleased to announce the addition of a new client for their expanding firm. ImagineDesign will provide the Reston, VA-based Optimized Systems & Solutions (OSyS), a wholly-owned subsidiary of Rolls-Royce plc, with graphic design, search engine optimization strategy and web design/development support.

OSyS is a world-class supplier of decision-support and process management services and solutions. Solutions covering the areas of operations optimization, predictive equipment health management, compliance and maintenance management help customers unlock the full decision-making value of their asset data. Through direct deployment throughout their enterprise, or use of OSyS services, they are able to evolve through improvements to achieve a higher level of asset availability and a more predictive outlook that leads to overall better business sustainability.

“The opportunity to help OSyS build a solid presence in their highly competitive industries such as civil aviation, defense aviation, energy and marine is exactly what we excel at,” ImagineDesign CEO Patrick King explains. “We’re all grateful and eager for the challenge of solidifying the OSyS brand and helping the OSyS team in securing significant, long-term market share.”

The one-year contract will cover vital marketing initiatives, both on- and off-line, and will include the complete reconstruction of their corporate web site, <http://www.o-sys.com>.

### About ImagineDesign

ImagineDesign is headquartered in Manassas, Virginia with offices in Chicago and San Diego. Their unique approach to branding helps businesses cut through their competition with a direct, sincere strategy that stands the test of time. With decades of cutting-edge creative, top-level PR, media and executive marketing experience, ImagineDesign offers integrated, streamlined communications support to clients in the construction, IT, healthcare, non-profit and real estate industries. Please visit [www.imagedesigndc.com](http://www.imagedesigndc.com) for more information or contact Karen Cruse at [karen@imagedc.net](mailto:karen@imagedc.net).

### About OSyS

Optimized Systems and Solutions (OSyS) is a wholly-owned subsidiary of Rolls-Royce Group plc with 400 employees in the U.S., U.K., Qatar and Singapore. OSyS delivers data solutions and managed services to a global customer base that support critical decision-making for improved business sustainability. A worldwide customer base includes Fortune 100 companies and more than 100 countries.