

The Media Dash Taps Feintuch Communications as Agency of Record

NEW YORK and WESTPORT, Conn., Feb. 23, 2011 [PRNewswire/](#) -- TheMediaDash.com, Inc. (www.theMEDIAdash.com), a media and advertising technology company formed to improve the buying and selling of radio advertising, has tapped Feintuch Communications as its agency of record to implement a strategic communications campaign.

Headquartered in Westport, Conn., The Media Dash is developing an easy-to-use, web-based platform that streamlines the radio advertising buying process. The company's senior management team consists of executives with extensive experience in advertising sales, radio management and digital technology.

"Our mission is to enhance and simplify the purchase and sale of radio advertising – making it as easy to conduct a transaction as it is to buy Internet advertising online," said Drew Hilles, chief executive officer, The Media Dash. "We selected Feintuch Communications as our agency partner based upon the firm's extensive experience in the advertising and media market and solid understanding of our business model."

The Media Dash team at Feintuch Communications consists of Mr. Feintuch, president; Christa Conte, account director; and Savannah Tikotsky, account executive.

"The Media Dash is a strong advocate for radio and helping the medium to better compete for its fair share of the advertising pie," said Mr. Feintuch. "My own career began in radio journalism and our firm is heavily experienced in working with numerous companies in the media and advertising market from industry mainstays, including Arbitron, to a broad range of start-ups and emerging businesses including Livewire Mobile and Quu. We will work closely with The Media Dash to increase awareness of the company's digital platform and to help it grow its business."

About The Media Dash

TheMediaDash.com, Inc. (www.theMEDIAdash.com) is a media and advertising technology company dedicated to improving the buying and selling of radio advertising. The company's senior management team, with extensive experience in radio station management, advertising sales and technology development, is committed to making radio broadcast and streaming media more competitive with the online advertising industry. The company's breakthrough, web-based platform allows advertisers and broadcasters to execute media transactions with greater ease, speed and accountability. The Media Dash is a portfolio company of Blue Crest Venture Finance Master Fund Limited.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies and non-profits to associations and the Fortune 500. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently – everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

SOURCE Feintuch Communications
