

The Media Dash Wins "Best New Products and Services" in Third Annual 2011 Golden Bridge Awards

FAIRFIELD, Conn., Aug. 11, 2011 [PRNewswire](#)/ -- The Media Dash™ has won "Best New Products and Services" in the prestigious Golden Bridge Awards for its The Media Dash Local platform, a web-based, self-serve radio advertising platform.

The coveted annual Golden Bridge Awards program encompasses the world's best in organizational performance, products and services, executives and management teams, women in business and the professions, innovations, case studies, product management, public relations and marketing campaigns and customer satisfaction programs from every major industry in the world. Organizations from all over the world are eligible to submit nominations including public and private, for-profit and non-profit, large to small as well as start-ups. Winners were honored yesterday in New York City during the third annual dinner and presentations.

The Media Dash Local is an easy-to-use, online platform that makes it simple for small-and mid-sized businesses to buy advertising from local radio stations. It also helps broadcasters sell premium on-air and streaming commercials to new and repeat advertisers. The Media Dash Local is currently in beta in three markets - New Jersey (www.NewJerseymediadash.com), Denver (www.Denvermediadash.com); and New Orleans (www.NewOrleansmediadash.com) with two additional markets slated for the coming weeks – Santa Rosa, Calif. and Long Island, N.Y.

More than 40 judges from a broad spectrum of industry voices from around the world participated and their average scores determined the 2011 Golden Bridge Business Awards winners. The winners were announced during the awards dinner and presentation in New York, which was attended by the finalists, industry leaders, and judges.

"In building The Media Dash Local platform we sought to create a product that simplifies the process of buying and selling radio ads for both broadcasters and local advertisers," said Drew Hilles, CEO of The Media Dash. "It's an honor to win this award from the Golden Bridge Awards and receive acknowledgement for our work."

About the Golden Bridge Awards

Golden Bridge Awards are an annual industry and peers recognition program honoring Best Companies of all types and sizes in North America, Europe, Middle-East, Africa, Asia-Pacific, and Latin-America, Best Products, Innovations, Management and Teams, Women in Business and the Professions, and PR and Marketing Campaigns from all over the world. Learn more about The Golden Bridge Awards at www.goldenbridgeawards.com

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 BlueCrest Venture Finance Master Fund Limited.

The Media Dash is a trademark of theMEDIAdash.com, Inc. All other trade names are the property of their respective owners.

SOURCE The Media Dash
