



MARS HILL GROUP™
AN INTERACTIVE AGENCY

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Mars Hill Group Partners with Tribune Media Services to Distribute VideoBridge, Mars Hill's Interactive Technology

FOR IMMEDIATE RELEASE

Winnipeg, MB, December 8, 2009 – Mars Hill Group and Tribune Media Services (TMS) announced today that Tribune Media Services will act as the exclusive sales agent for Mars Hill's VideoBridge technology for North American cable television companies.

As a full-service agency, Mars Hill offers a variety of services to clients, including their own proprietary product VideoBridge (patent pending). A digital marketing tool, VideoBridge dynamically creates highly personalized video messages for companies to send to customers, prospects or donors via email.

Having looked north to the Manitoba-based interactive agency, Richard Hill, Managing Director of TMS Marketing Services, remarks, "VideoBridge has the potential to be an even more robust marketing solution than traditional direct mail. As cable television operators work to upsell existing customers – and attract new ones – they're looking for innovative marketing tools that will both resonate with audiences and deliver bottom-line and measurable results. Targeted, relevant messages are key to their efforts."

Pulling from a library of video, audio, graphic and animated assets, VideoBridge allows for an almost endless number of message variations - marrying customer information such as recent purchases, service issues and questions with relevant video content on products and services. Resulting is a custom video message that addresses the recipient by name and dynamically communicates a relevant marketing message for each viewer.

Because the messaging is so highly personalized, VideoBridge typically delivers outstanding response rates. In addition, the technology features a built-in measurement tool and dashboard that help marketers track their efforts and optimize future campaigns.

Founder and President of Mars Hill Group, David Baker says, "Mars Hill Group is pleased to have Tribune Media Services representing our technology. TMS has a strong track record of providing results to their client base, making VideoBridge a natural fit for their cable-operator clients."

Hill summarizes the value of the technology to TMS by adding, "We're excited to offer VideoBridge to our clients. As technologies converge and video marketing via the Web becomes popularized, this dynamic direct marketing tool will help cable marketers reach their audience in ways they never could before."

About Mars Hill Group

Mars Hill Group is an interactive advertising agency based in Winnipeg, Manitoba. Mars Hill offers comprehensive marketing strategies to a wide range of clients with deliverables ranging from a winning brand execution and marketing materials to a phenomenal interactive experience, user-friendly website or all of the above. For more information, visit www.marshillgroup.com and www.videobridge.ca.

About Tribune Media Services

Tribune Media Services' Entertainment Products division is an international leader in entertainment navigation. TMS provides industry-leading databases of TV, movie, and celebrity information; guides in print, online, and on-screen formats; and advertising and marketing services to build audiences. The company also produces Zap2it.com. For more information, visit www.tribunemediaservices.com or contact Dana Gage, Executive Director, Division Marketing at 817.275-5161.

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