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RJ Palmer Announces Entertainment Division

New York, April 6, 2010 – RJ Palmer unveils its new branded entertainment division. CEO, **Peter Knobloch** announced today that RJ Palmer is bringing a bit of Hollywood to New York City's advertising community. Serving as Vice President, Director of RJ Palmer Entertainment Media is **Frances Croke Page**, a veteran branded entertainment specialist. Ms. Page has over 25 years of experience in the communication business from media planning and buying to developing and producing successful entertainment opportunities for a multitude of clients including: American Express, Bank of America, Coca-Cola, Johnson & Johnson, Kellogg's and Lowe's Home Improvement. Ms. Page is a two-time EMMY nominated executive producer and oversaw brand content strategy and execution for the *Johnson & Johnson Spotlight Presentation®* franchise on TNT, *The Restaurant* (NBC), *Blowout* (Bravo), the *75th Anniversary of the Apollo* (NBC) and *Saving Milly* (CBS). In addition, Ms. Page has created branded entertainment opportunities for Campbell Soup, Radio Shack and Pizza Hut using TV with internet, radio, print and retail tie-ins on a regional and local basis.

President, **Jim Vail** says, "Given the continuous need to break through media clutter and make a larger impact, RJ Palmer Entertainment Media will work seamlessly with buying and planning groups to enhance client messaging. Our entertainment division will cross agency borders to work with other agencies' clients on content development, brand integration and program extensions". Ms. Page says, "Branded entertainment has matured to recognize not only blockbuster integrations but also scaled-down messaging in all media forms locally and nationally. Now all advertisers can benefit from our expertise, strategic tools and alliances".

RJ Palmer Entertainment Media will follow the principle that brands at various stages and growth can follow basic guidelines to create effective integrations with goal-based strategy development, organic content choices and targeted consumer extensions.

About RJ Palmer

RJ Palmer is a full service media agency headquartered in New York. It is privately held with billings in excess of \$700 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying, Corporate Barter as well as Branded Entertainment. The website is www.RJPalmer.com.

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If you would like more information about RJ Palmer, or to schedule an interview with Peter Knobloch (CEO), please contact Marguerite Brophy Cassell at 917-344-5306 or email Marguerite at MBrophy@rjpalmer.com