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**RJ Palmer Expands Barter Division With New Hire**

New York, September 27, 2010 – RJ Palmer announced the expansion of its barter division, Trade X Media through the recent hire of veteran media professional and corporate trade executive, **Nick Kaftan**.

Nick Kaftan is a career-long media executive with over 30 years experience managing broadcast buying operations at some of the foremost media agencies. While Nick's roots are in national broadcast and cable negotiations, his considerable experience extends to local broadcast, special programming and event sponsorships, media planning, research, and corporate barter. Nick has managed media responsibilities for various notable brands including: JCPenney, Mercedes-Benz of North America, Wendy's, and United Artists. In a corporate barter capacity, Nick spearheaded a barter taskforce which ultimately led to Omnicom's acquisition of ICON International and oversaw all barter activities between ICON and Omnicom. Subsequently, Nick was recruited by IPG's barter division, Magna Global Trading as SVP Sales and Business Development.

In addition to Nick's substantial credentials as a media executive, he joins the Trade X team as Director of Client Services with over 10 years of senior level experience in all facets of corporate trade. Nick will report to **Vince Lارايا**, SVP, Trade X Media who says, "We are very excited to have Nick on board, he will certainly be a great asset to our team and his senior level expertise will definitely benefit our clients. More and more advertisers are feeling the economic squeeze and are looking for alternatives to operate their businesses. To that end, it is important to rely on experienced media professionals to help clients navigate successfully with sound barter solutions. There are too many barter providers that continually serve-up solutions that are just temporary financial fixes... we are in it for the long-haul."

**Trade X Media** is media barter solutions company with 360 degree media marketing experience with client, agency and media vendor sides of the communications industry including: research & planning, buying, account management, promotions, corporate communications, entertainment and, of course, corporate barter. **RJ Palmer** is a full service advertising 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 as well as branded entertainment. The website is [www.RJPalmer.com](http://www.RJPalmer.com).

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