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Epic Advertising and Connexus Corporation Finalize Merger

LOS ANGELES and NEW YORK, May 18 /PRNewswire/ -- Epic Advertising and Connexus Corporation today announced the completion of their merger, and the formation of Epic Media Group as the parent company. Epic Media Group will be headquartered in both Los Angeles, CA and New York, NY, with additional offices in Toronto, the San Francisco Bay Area, London, Chicago and Dallas.

The company's top-10 ranked network, Traffic Marketplace, remains as the brand leader and cornerstone of the company. Traffic distribution business units include the Traffic Marketplace network, tmpSocial, Epic Direct and FirstLook Search. Other brands included in Epic Media Group's suite of offerings include Online Intelligence, the company's brand protection and integrity assurance arm, as well as *Winning the Web*, the company's monthly business publication.

Art Shaw, CEO of Epic Media Group, said "The early stages of our merger have gone very well. Epic has been a strong brand for years now, and we are excited to retain it as our corporate brand. Traffic Marketplace has grown into a top brand in the digital marketing ecosystem. We are excited about several early wins for clients, especially in social media, and look to build upon it in the months to come."

By combining both technology platforms, the company is deploying a tightly integrated ad platform for its clients, creating the most efficient means to access target audiences across all forms of digital distribution channels including search, display, social media, video and mobile. Specifically, the company is actively working with clients in formulating social media engagement campaigns with elements of branded display and performance-based solutions, showcasing the true power of the new company. Some of the major elements provided to clients so far include branded Facebook applications, branded Twitter applications, video advertising, targeted display advertising, and performance-based virtual currency campaigns.

Don Mathis, President of Epic Media Group, adds, "From the day Epic Advertising and Connexus agreed to come together, Art and I were excited at the potential of our union to create a truly integrated, multi-channel platform-based digital marketing company. No other company in the sector has such a cross-channel, data-driven offering – and we are already seeing positive results. Our strategy is clear, and that is to be the leading ad intermediary company in the world for all digital media."

For more information, log onto www.theEpicMediaGroup.com.

About Epic Media Group:

Epic Media Group is the preeminent privately-held global digital marketing solutions company, with deep expertise in managing a full spectrum of advertising services, from brand-building and engagement to performance-based customer acquisition solutions. The company relentlessly focuses on delivering the most comprehensive and cost-effective strategic digital marketing campaigns for advertisers of all sizes, across all industries and around the world. Epic Media Group provides its advertising services by intelligently and cost effectively accessing consumers across multiple traffic distribution channels in integrated campaigns, while simultaneously offering the most sophisticated campaign analytics and integrity assurance capabilities available in the marketplace today.

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