

PHOENIX MEDIA/COMMUNICATIONS GROUP **ACQUIRES MOBILE MARKETING FIRM**

The Phoenix Media/Communications Group (PM/CG) has announced that it has now acquired g8wave, Inc. the leading integrated mobile marketing and content company originally founded by the People2People Group, (a division of the PM/CG), back in 1998.

g8wave is a world leader in the planning, creation, and execution of effective, international mobile marketing campaigns, branded community applications and content distribution strategies. g8wave has extensive expertise in the media, music and entertainment industries, and is widely recognized for its creativity and its effective, innovative and custom client solutions. The company currently provides mobile solutions to a wide range of international consumer brands and platinum artists including Associated Newspapers, Johnston Press, Metallica, Showcase Cinemas William Morris Agency, Rush, Linkin Park, Sapporo beer, Orange, Friday Ad, Blue Man Group, and many others.

“Everyone is very happy to have g8wave as part of the PM/CG family”, said Phoenix Media/Communications President Brad Mindich, “with the g8wave team and their international mobile marketing and mobile content experience back in house, our proven converged media platform is stronger than ever as we are now able to leverage the resources of the entire organization for the benefit of all of our local, regional, national and international clients and consumers.”

g8wave’s UK Managing Director, Mark Challinor said “It’s a natural move for the company. The expertise and resource at PM/CG will be tremendously helpful in building on many of the foundations we have laid both in the UK and abroad. We’re seeing many companies (media, fmcg etc) now wanting to be in the mobile arena. We’re looking forward to helping many take those first steps with the backing and drive of a major group behind us”.

In early 1999, g8wave launched the first mobile dating products in the UK and US and became one of the first companies to be granted direct gateway relationships in the UK with the country’s mobile carriers. From there, g8wave expanded rapidly by working closely with clients, ranging from consumer products to bands to sports teams, who wanted to learn about mobile and understand how to effectively reach and influence their consumers via the evolving, dynamic and ultra-personal mobile channel.

More about the PM/CG: the company was founded in 1966 when the Boston Phoenix began as a four-page arts-and-entertainment weekly, the Phoenix is the flagship property of the Phoenix Media/Communications Group, which in addition to the Phoenix weekly newspapers in Rhode Island and Maine and Stuff@Night comprises the FNX Radio Network; Phoenix Interactive (thephoenix.com, fnxradio.com, stuffatnight.com); Phoenix Ventures (the sports and magazine group that publishes the official year books for the Boston Bruins, the Boston Celtics (current NBA champions), and the Boston Marathon,; People2People Group (audiotext and social networking applications); and Mass Web Printing (four-color offset printing).

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