



For release: **Immediately**

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**BrandMuscle appoints new VP of Media
to enhance local marketing efforts**

CLEVELAND, Ohio, August 18, 2009 – BrandMuscle, a technology-based marketing services firm, is focused on expanding its media capabilities with the addition of a new vice president of media.

Clarke Smith, previously vice president, group account director of Bernstein-Rein Advertising, will oversee all aspects of BrandMuscle's media offerings, working closely with best-in-class media partners to strategically plan programs that will provide customers with the most effective and cost-efficient media plans available.

In addition to developing and implementing programs for Time Warner Cable, Clayton Homes and Home Depot Home Services while at Bernstein-Rein Advertising, Smith has held leadership positions at Hallmark Cards, The Prairie Group, Harte-Hanks and Western Auto.

Because Smith has had the opportunity to work with so many different dealer organizations, he has a good understanding of what individual dealers are trying to accomplish, as well as the challenges they face as independent business owners. As a result, he looks forward to providing solutions to help support their goals and business needs.

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“We are very excited to have Clarke join the BrandMuscle team. His experience in retail and the development of local marketing programs will add tremendous value to the services we offer our clients,” said BrandMuscle CEO Philip Alexander.

Smith is surprised by how dynamic the automated marketing solution space has become over the last year and a half. “We see new competitors all the time and new offerings. It’s a very dynamic, rapidly changing industry, yet there is no truly dominant player in the category,” he said.

However, Smith believes BrandMuscle’s level of service—provided to corporate stakeholders, end-users and their partners—sets the company apart in the industry. “Independent dealers don’t have the market expertise, or the time, to create local campaigns on their own,” said Smith. As such, BrandMuscle’s dedicated service team approach provided to each client helps the company carve a unique niche in the industry.

“We have the opportunity to help provide more tools to local marketers than ever before because the technology makes it possible today,” said Smith.

For more information about BrandMuscle, please contact Lorie Llorens at 1-866-464-4342, ext. 2047 or by e-mail at lllorens@brandmuscle.com. You also can visit our Web site at www.brandmuscle.com

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