

NextGen

MARKETING GROUP

Nationally Recognized Media and Radio Executive Joins NextGen Marketing Group

Career Includes Recognition as Most Influential Woman in Radio and Broadcaster of the Year

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IOWA CITY, Iowa – July 8, 2009 – Gregory S. Crosby, Founder and CEO today announced that nationally recognized media executive Joan Gerberding has joined the NextGen Marketing Group as a Principal and will be operating out of an office in Skillman, New Jersey.

Joan Gerberding's career in the media, radio broadcasting and digital place-based media industries spans more than four decades. Radio Ink Magazine named her to their Top-50 prestigious "Most Influential Women in Radio" list an unprecedented eight consecutive times, and she earned the #1 position as "Most Influential Women..." in 2000. That year, she was also named "Broadcaster of the Year" by the Radio Advertising Bureau. Between 2000 and 2001, as one of the first in the country to launch a digital place-based media company, she earned a Fast Company "Honorable Mention" as the founder of one of the "Best New Companies."

Ms. Gerberding is no stranger to a variety of media or to building media companies around new and innovative concepts. Over the years, she has developed a proven record of accomplishments leading startups, capturing market share, driving revenue growth and creating and implementing successful strategic sales and marketing campaigns to drive new business development. She is considered a highly experienced spokesperson for radio and now, digital media, an innovative and strategic thinker and a dynamic and inclusive leader.

"I am absolutely delighted that Joan has joined our team at the NextGen Marketing Group", said Greg Crosby, Founder and CEO. "Joan's expertise and national recognition in the radio and media industry adds yet another world-class dimension to our growing team. We look forward to Joan's leadership and extending her experience to our clients going forward".

The NextGen Marketing Group is an innovative national organization of highly experienced and credentialed industry Marketing executives and affiliates that have united together across the country to help business clients develop and enhance their Go-to-Market strategies in order to maximize business results and market effectiveness. The

firm specializes in providing real world solutions based on the practical experiences the executives bring to clients and also offers a complete turnkey set of marketing services typically found in multiple marketing agencies or firms. The firm also leverages advanced communications and collaborations technologies to connect experts to clients in a seamless manner, optimizing the talent working on their account. Video, web, and audio conferencing tools are used to minimize travel, expedite work, and streamline project costs.

For more information about NextGen Marketing Group, our services and the team of experienced professionals, please refer to the company's website www.nextgenmktg.com or contact us at 1-877-5-NXTGEN.

About NextGen Marketing Group

The NextGen Marketing Group is a new national professional Marketing services firm headquartered in Iowa City, Iowa with offices across the country.

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