



***World Wide Wadio Joins NextGen Marketing Group
V-MARKET Team***

*All-Star Team of Creative Writers, Directors, Producers and Sound Designers Now
Available for NextGen Marketing Group Clients Nationwide*

FOR IMMEDIATE RELEASE

IOWA CITY, IA. and Hollywood, CA. – September 2, 2009 – Gregory S. Crosby, Founder and CEO of the innovative national on-demand marketing resource firm The NextGen Marketing Group, announced today that World Wide Wadio, Inc. has joined the firm’s V-MARKET team as a Premier Affiliate partner.

World Wide Wadio, Inc. – based in Hollywood, California is an All-Star team of writers, directors, producers and sound designers -- assembled from all over the world and from all facets of the advertising, entertainment and Internet industries. They focus on creating communications and telling stories regardless of the medium---specializing in Big Ideas, plus amazing Audio and Video.

World Wide Wadio services include strategic creative solutions for video and audio, as well as developing web content. Their roots are in radio having developed tens of thousands of radio commercials over the 20+ years they have been in business, and also excel at creating award-winning TV campaigns, infomercials, web videos, podcasts, and enhanced corporate presentations.

World Wide Wadio has worked for the best clients in the business and has won over 1,000 awards for their work. A partial list of corporate clients include GlaxoSmithKline, Amazon.com, Immucor, TrendMicro, Abbot Vascular, Jet Propulsion Laboratory, MessageLabs, Automobile Club of America and Teutonic Fitness. Additionally, they have created radio advertising for such brands as Starbucks, Budweiser, Ford, Disneyland, KFC, Nikon, and Boost Mobile. Wadio also works with most of the major television networks and studios to create entertainment advertising such as Showtime, HBO, ESPN, A&E, History, Comedy Central, Fox, Fox Sports, Discovery, VH1, CBS and TBS. They have also created ad campaigns for The Simpsons, Family Guy, 24, American Idol, Anderson Cooper 360, Weeds, The Sopranos, and Two and a Half Men.

“We are excited to join the V-MARKET resource team and offer our innovative creative and advertising services to NextGen Marketing Group clients across the country. The business model being created at NextGen Marketing Group is truly a breakthrough concept and we look forward to adding our capabilities to the portfolio of marketing services ” said Paul Fey, President and Chief Creative Officer at World Wide Wadio. “By teaming up together, we can offer our respective and mutual clients additional capabilities to ensure their success”.

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 of the executives coupled with a complete turnkey set of innovative marketing services typically found in multiple marketing agencies or firms. Executives serve as advisors, project leaders, or outsourced Marketing managers for clients, as needed, services from V-MARKET affiliate partners are integrated into the execution of new client strategies. NextGen Marketing Group also leverages advanced communications and collaborations technologies to connect executives and affiliates to clients in a seamless manner, optimizing the talent working on their account and keeping expenses under control. Video, web, and audio conferencing tools are used to minimize travel, expedite work, and streamline project costs.

“We are excited to work with the strong talented creative team at World Wide Wadio and provide their expertise to our clients”, said Greg Crosby, Founder and CEO of the NextGen Marketing Group. “Wadio is truly an All-Star team of creative talent that will provide our clients with BIG IDEAS and AFFORDABLE PRODUCTION SOLUTIONS that can propel their business growth and success”.

These programs are available immediately from both companies and more information can be obtained by visiting their websites at www.nextgenmktg.com or www.wadio.com.

About NextGen Marketing Group

The NextGen Marketing Group is a new nationally focused Marketing services firm led by highly credentialed senior Marketing executives offering clients a wide array of professional services such as the design of a Go-to-Market plan and/or also functioning as the implementation team for many of the marketing programs such as product development, pricing, branding, advertising, web or Internet creative, public relations, marketing collateral, or special marketing events. For more information, visit www.nextgenmktg.com.

About World Wide Wadio

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