



DENNEBOOM

90 Wingold, Suite 3, Toronto, Ontario M6B 1P5
Tel: 416.486.1508 Fax: 416.486.2439

Denneboom Media Promotes Cohen

Toronto, ON, August 26, 2010. Jack Denneboom, President of Denneboom Media, has announced the promotion of Ashley Cohen to Media Advisor. In her new role, Cohen is responsible for strategic media planning and buying for her clients Telehop and Bacardi including the rums, Breezer, Grey Goose, Bombay Sapphire and Cazadores brands.

Cohen received an Honours Specialist degree in Actuarial Science from the University of Toronto and joined Denneboom in 2006 as a media analyst. Her digital expertise and passion for social media has consistently delivered award winning innovative and integrated media solutions for her clients.

About Denneboom Inc. Denneboom is an independent Canadian owned and operated media agency offering innovative media planning and buying solutions to a diverse group of clients. Denneboom provides a unique agency model of senior, experienced media professionals working hands-on and day -to-day on client business. These clients include the AGO, Bacardi and Mortgage Alliance.

Denneboom recognizes that different advertisers buy in different ways and for that reason launched a self serve division. Denneboom has developed a web based media planning and buying application for do-it-yourself advertisers. The application, often referred to as "Expedia for media," makes the buying of advertising space more convenient for buyers and less costly for sellers. www.denneboom.com