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Owen Media Launches “Direct-to-Customer” Service

Seattle agency helps clients bypass traditional channels to connect with customers

SEATTLE – Sept. 1, 2009 - Owen Media today announced a direct-to-customer service that helps clients bypass traditional advertising and PR channels to reach customers. The service connects companies with their customers using web, mobile and social media by engaging customers with refreshed content and the gratification of real-time response.

“The traditional push model has been modified by a hybrid that includes traditional and new media,” said Paul Owen, Owen Media president. “We launched Direct-to-Customer to help our clients reach consumers in a world of declining print circulation. Owen Media focuses on content and engagement, helping clients become publishers and broadcasters through online and mobile media.”

Direct-to-Customer includes content creation, syndication, distribution and consumer engagement. Owen Media develops print, audio, video and interactive content to engage customers and creates Internet clearing houses to distribute content via clients’ sites, third-party sites, social media and micro-blogging, such as Twitter. Among business-to-business customers, there is tremendous demand for text-based content; the speed at which it can be downloaded, understood and shared is much higher than bandwidth- and time-intensive media such as videos, webinars and podcasts.

“PR, advertising and events continue to be essential channels, especially when engaging new customers and introducing new ideas, categories and products,” said Owen. “Direct-to-Customer

captures consumers despite their slashed travel budgets and discontinued magazine subscriptions.”

About Owen Media

With offices in Seattle, Portland and Boston, Owen Media provides PR, web marketing and event support to high-tech and alternative energy companies worldwide. Owen Media’s clients include AeroVironment, Lexmark International, InfiniBand Trade Association, Transaction Processing Council, Childhaven and other high technology companies and organizations. To learn more about Owen Media, visit the company Web site at www.owenmedia.com.