

News Release

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Contact: Melissa Rein
Rose and Allyn Public Relations
602-384-4747
mrein@roseandallynpr.com

Well-known, Traditional Media Exec Goes Interactive

Michael Horne joins Scottsdale-based SpinSix Strategic Marketing Design, as Partner/COO

SCOTTSDALE, Ariz. – November 1, 2008 – SpinSix Strategic Marketing Design, one of Arizona’s leading creative marketing firms has expanded its leadership team with the addition of one of Arizona’s most prominent marketing figures, Michael Horne, who will also serve as COO of the organization.

Horne is the founder of the renowned Results Media Group which has long been the largest and most recognized traditional media buying firm in Phoenix. Before selling RMG in 2005, Horne secured several major national client wins for the firm including Chipotle Mexican Grill, Kaplan Higher Education and ICON Health & Fitness, rewarding RMG with significant media buying budgets and a reputation as an industry leader. Horne expects to help SpinSix grow in a similar manner. “All the elements are here; talent, experience, attitude and a history of success. My goal is simply to build on this culture and add to SpinSix’s already impressive roster of blue chip clients.”

From corporate branding and campaign development to design and deployment of demand-generation campaigns, SpinSix offers end-to-end solutions for companies looking to have an impact on consumers through a variety of integrated marketing strategies and tactics. Current SpinSix clients include FileMaker (a wholly owned subsidiary of Apple), Sage Software, CVS/Caremark and DriveTime.

As a traditional media practitioner with a forward-thinking vision, Horne is expected to impact the interactive marketing industry just as strongly as he has the traditional media buying world. “Mike’s on board to help guide SpinSix through an aggressive, strategic growth plan that we expect will capitalize on his success at RMG and other businesses with which he’s been involved. We have great expectations and extreme confidence in Mike’s ability,” says Ken Reaser, founding partner of SpinSix.

Prior to founding RMG, in 1993, Horne served key radio station management positions for several major radio companies, including RKO Radio, Harte-Hanks Radio and Edens Broadcasting, in which Horne was also a founding partner.