

SSA Public Relations NEWS RELEASE

Robinson Radio Ranks #10 in the 2009 Inc. Magazine Top 500 Fastest Growing Privately Held Companies Within the Advertising and Marketing Category

*Richmond-Based Direct Response Radio Leader Ranks 97th Overall
Within the Hotly Competitive Inc. Magazine Annual Listing*

For Immediate Release:

Glen Allen, VA (August 13, 2009) – Richmond-based **Robinson Radio** has been ranked #97 in *Inc.* magazine's annual "Inc. 500" – an annual report of the fastest-growing private companies in America. The leader in direct response radio marketing is also ranked #10 in the prestigious listing's Advertising and Marketing category.

The Inc. 500 is ranked according to percentage revenue growth from 2005 through 2008 and is open to U.S.-based, privately held, for profit, and independent companies only—not subsidiaries or divisions of other companies.

Robinson Radio demonstrated a 1,609.8% growth since 2005, increasing its revenues from \$596,059 (2005) to \$10.2 million (2008).

Robinson Radio is a full-service, radio-only advertising agency that develops, produces, and places direct response radio campaigns locally, nationally, and in Puerto Rico and Canada. The company provides a variety of radio solutions for companies nationwide—including Hispanic campaigns, host endorsements, branding campaigns, long form, and focus group and market research capabilities.

"We are extremely honored to rank among the top 10 Advertising and Marketing agencies in 2009's Inc 500 list – it is very humbling to find our name listed amongst such an amazing group of dynamic and successful companies. We believe that our high ranking reflects a new appreciation for radio as an attractive vehicle for advertising because of its efficiency, relatively low cost of entry and extremely loyal listener base. Robinson Radio has earned this achievement by concentrating all of our efforts solely on radio and perfecting radio as a cost-effective marketing medium for our clients, as opposed to taking the multi-channel, "jack of all trades" approach like most advertising agencies. In addition to being fully focused on radio, Robinson Radio's success is largely attributed to a dedicated and skilled staff that is committed to doing whatever it takes to achieve the results our clients expect to insure their success. We've come a long way in a very short period of time, but honestly, I am 100% convinced that our greatest success is still to come," said Robinson Radio Founder and CEO Buck Robinson.

(more)

Widely recognized by the direct response industry as having pioneered and perfected radio as a medium for direct response advertisers, Robinson Radio has mounted numerous national and local radio campaigns for its clients, generating hundreds of millions of dollars in newfound revenue directly attributable to radio. With an ever-expanding client list that encompasses both top corporate and entrepreneurial companies, Robinson Radio continues to enjoy the same kind of meteoric growth that landed them on this year's Inc. 500 list. Since its establishment in 2004, Robinson Radio has helped transform radio into a go-to partner for a wide range of marketers through its meticulous, radio-centric attention to spot production, media planning and buying, and real-time tracking.

"Radio is an attractive vehicle for direct response and branding campaigns alike. That said, radio works differently from television, print and online. Companies cannot simply create a radio campaign by taking the audio from their television spots and expecting that will make the phones ring. The effectiveness of the script, the advance preparation of inbound call center, production of multiple spots, a properly executed test, extensive knowledge of the best radio stations nationwide – these are among the many elements that go into the development and execution of a successful radio campaign capable of generating tangible results and millions of dollars in new revenue. Robinson Radio's team of professionals knows how to maximize radio's potential for our clients, and their success has helped position our agency prominently within the Inc. 500," added Robinson.

About Robinson Radio

Founded in 2004, the Glen Allen, Virginia-based Robinson Radio ranks as the leading full-service advertising and direct response marketing agency exclusively serving the radio industry. Robinson Radio is recognized for its pioneering achievements in direct response radio (DRR) and introducing new models of transactional entertainment programming, including RadioRants and SnapDaddy Radio. The agency is well-respected for its 'accountability advertising' campaign opportunities for advertisers and radio stations nationwide, as well as prominent national radio programs, syndicators and networks.

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CONTACT: SSA Public Relations
 Steve Syatt
 (818) 907-5929
 ssyatt@ssapr.com