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[December 05, 2008]

1020 Placecast Introduces New Chief Revenue Officer

(Wireless News Via Acquire Media NewsEdge)

1020 Placecast, an interactive media company, announced that Jeff Montgomery has joined as the company's Chief Revenue Officer.

According to company officials, Montgomery will be responsible for the development and execution of sales and operations strategy for Placecast, as well as delivering cross-platform digital marketing campaigns and world-class client service.

Montgomery joins the Placecast team after holding several positions in the interactive advertising industry. He previously founded Sponsormetrix, a digital measurement and activation solution serving the event marketing industry. Prior to that, he was responsible for developing and managing the global sales organization at TribalFusion, a division of Exponential Interactive. Over the past twelve years, Montgomery has directed sales and business development organizations at companies including DoubleClick and MyPoints.com, and executed marketing initiatives for companies such as Sony, Microsoft, Verizon, AT&T, Bank of America, REI and Intel.

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"Jeff has the perfect experience and skill set to help Placecast with our biggest challenge, which currently is scaling our business to take advantage of the huge opportunity we're focused on," observed Goodman. "This is a good challenge to have, of course, and I'm looking forward to working with Jeff to accelerate Placecast's

momentum."

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