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Nielsen Business Media Announces Lineup for Marketing to Men 18—34

The Definitive Conference For Brand Leaders is targeting elusive male consumers.

New York, NY (Billboard Publicity Wire) August 2, 2007 -- Nielsen Business Media announced today the full agenda for **MARKETING TO MEN 18-34**, being held on August 8, 2007 at The Altman Building in New York City. Hosted by Adweek, Mediaweek, Brandweek, Billboard and The Hollywood Reporter and presented by Ripe TV® (www.ripetv.com), this one-day conference unites top-level marketing, agency and media executives with thought leaders from the sports, entertainment and lifestyle industries to discuss the lucrative male market.

Guided by Nielsen Business Media's celebrated editorial teams and an advisory board of industry experts, **MARKETING TO MEN 18-34** (www.MarketingToMenConference.com) explores the most effective ways to engage and connect with the male audience through traditional and new media platforms. The event will gather more than 200 executives to analyze conventional marketing strategies and examine how to better capture the male consumer. This unique event features in-depth panel discussions, groundbreaking research, savvy speakers, and valuable networking opportunities with highlights including:

- Sports Talk: Putting on Your Game Face
- **Madison Avenue 2.0: New Strategies to Drive Marketing and Increase ROI**
- Reaching Men Through Pop Culture
- Using Research to Help Guide Multimedia Marketing Strategies
- Bright Ideas: Featuring Arnold Worldwide, BBDO, Ogilvy and Publicis New York
- Brand Case Study: Introducing the Axe "Gamekillers"
- Kickboxing, Cinema and Consumers
- The MANhattan BASH: Featuring Ripe Digital's Interactive Lounge

In addition, a roster of forward thinking speakers will discuss professional sports marketing tactics, social and economic trends affecting this demographic, the latest licensing deals and attracting celebrities to increase brand visibility. Featured speakers include:

- Greg Andersen, Director of Engagement Planning, BBH
- Dan Courtemanche, SVP, Marketing & Communications, Major League Soccer & Soccer United Marketing
- Pete Favat, Chief Creative Officer, Arnold Worldwide
- Rob Feakins, President, Chief Creative Officer, Publicis New York
- Peter Geary, EVP, Senior Account Director, BBDO New York
- Irene Gustaitis, VP Television Research, Nielsen Entertainment
- Barry Janoff, Executive Editor/Sports Editor, Brandweek
- Joe Johnson, Senior Partner, Group Creative Director, Soho Square
- Peter Leimbach, VP Multimedia Sales Research, ESPN
- Chris Lighty, CEO, Brand Asset Group and Violator Management
- Michael Mohamad, SVP, New Business Development & Partnerships, A&E Television Networks
- Peter O'Reilly, Director of Marketing and Fan Development, National Football League
- David Rubin, Axe, Director of Brand Development, Unilever
- Ralph Santana, VP, Media, Internet, Sports Entertainment, Pepsi-Cola North America
- Gareb Shamus, Co-Founder and CEO, International Fight League
- Peter Stern, President, STRATEGIC
- Gary Zarr, EVP, Marketing and Communications, National Basketball Association

For the complete agenda, or to register, please visit www.MarketingToMenConference.com. For press inquiries, contact Gretel Going at 212.255.8455, ext 237 or Gretel@rosengrouppr.com.

About Nielsen Business Media

Nielsen Business Media is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving seven major market groups, and 30 individual markets, spanning the entertainment, media and marketing, retail, travel and performance, design, and life sciences industries, Nielsen Business Media provides business-to-business products and services in print, online and in person.

With 42 publications, over 60 trade shows and 185 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

About Ripe TV

Ripe TV is a multiplatform men's focused network owned and operated by Ripe Digital Entertainment (RDE). A leader in Video On-Demand (VOD) digital entertainment and the first to develop a multi-platform video network, RDE aggregates and produces short-form video programming targeted at young adult audiences with simultaneous distribution over cable, broadband and wireless platforms. RDE pioneered "Connective Advertising" to give marketers and viewers an enhanced video experience across all platforms. The company is the first to sell television advertising on a cost per view basis, a model normally associated to Google on the Internet.

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