



NEWS RELEASE

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Masqueraider Marketing Enters into Strategic Alliance with other Best in Class Firms Four Firms Aligning Practice Areas under One Banner

New York, NY, May 25, 2010 – Masqueraider Marketing, a six year old business, branding and marketing strategy and services organization, has joined forces with three other established and successful US businesses to form Wovn Group.

This new organization represents an effort on the part of its founders to address unmet client needs in the marketplace. Wovn Group blends proprietary business and marketing frameworks with award winning design and technology capabilities.

“The industry has been very slow to adapt its existing structure and ‘people portfolios’ to the needs of today’s clients,” commented Chuck Hirsch, Director of Strategy. “We’re taking smaller, optimized companies with established track records and highly satisfied clients, and fusing them together to form a very effective, integrated and formidable business entity and capabilities toolbox.”

Wovn Group’s hybrid structure offers clients access to senior subject matter experts and best practice thinking, previously only available to Fortune 500 companies, with the advantages of a much lower fixed fee compensation plan.

Wovn Group member, Yellow & Yellow Creative Services, is a well established and highly successful NY area branding and creative design company. “This is an excellent opportunity to take a great strategic resource, and integrate it with two highly successful creative and digital solutions companies,” commented Kia Talai, Yellow & Yellow Creative Director.

“We’re already seeing widespread interest in and acceptance of this new services model in the marketplace,” added Kim Crawford, Director of Digital Development & Optimization of Byenvision Web & Media, a best in class web and digital solutions provider and fellow Wovn Group member.

About Wovn Group

Established in 2010, Wovn Group was created to offer a fundamentally different way that a service and solutions provider can help clients with their business, brand value and marketing challenges.

We combine service, company-side and business & technology consulting expertise into a formidable solutions company. We accelerate message impact and effectiveness through an integration of traditional and digital/new age channels.

We are not simply an "agency," "design firm" or "web company." We are alternative thought and idea craftspeople.