



News Release

April 28th, 2010

For Immediate Release

New Wave Media acquires Airdrie City Directory AllAirdrie.com

Purchase agreement reached with AllAirdrie.com

Calgary, Alberta (April 28th, 2010) - New Wave Media Vice President Jonathan Molina announced today that the Agency has purchased the rights to www.allairdrie.com. The directory, previously owned by emotion entertainment, services the city of Airdrie and surrounding areas.

"We see the acquisition of the entity AllAirdrie.com as a huge opportunity to provide the residents of Airdrie with an online platform for their consumer shopping needs" commented Molina, "We plan on adding a number of features to the directory that will ultimately see it acting as an online community newspaper, along with the directory component that is already established. AllAirdrie.com will be the premier online search engine for the residents of Airdrie." he concluded. emotion entertainment President Kray Mitchell will join New Wave Media as a consultant, providing the agency with website design and IT support, along with the handling of all of the online application and training to agency staff members for AllAirdrie.com.

About New Wave Media

New Wave Media is an integrated marketing & communications agency dedicated to unleashing the possibilities of what powerful strategic marketing can do for its clients. Our passionate approach to your branding needs will ensure that you generate consistent and effective awareness that drives use of your services among target audiences. Our philosophy is to use our industry expertise, experience, unique skills, objectivity and our belief in a partnership with our clients, to produce results strategies that will persuade your customers to stand up, take notice and, most importantly, act.

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