

**News Release**May 14th, 2010

For Immediate Release

Calgary Rage hire New Wave Media*Agency to provide Public Relations and Web support to Calgary women's football team*

Calgary, Alberta (May 14th 2010) - New Wave Media Vice President Jonathan Molina announced today that the Agency has been retained by the Calgary Rage Women's Tackle Football team as their Agency of choice. The scope of work will range from assisting the team with their public relations endeavors, to website maintenance and management. "We were excited to meet with New Wave Media" commented Monica Dalupan, Public Relations Manager for the Calgary Rage, "We feel that New Wave is the type of Agency that can deal with our short time lines and our dynamic requirements. More importantly, within our initial consultations, we felt a sense of honesty and integrity from the agency" she concluded. Work on the Calgary Rage project is set to begin May 15th, 2010.

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.

###

Contact: Jonathan Molina

Contact Phone: (403) 980-5847 ext.222

Contact Email: jonathan@new-wavemedia.com