



News Release

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For Immediate Release

Planet Panels Hires New Wave Media

New Wave Media to Execute Branding and Online Marketing Strategies for Planet Panels

June 21, 2010 (Calgary, Alberta) - New Wave Media Vice President Jonathan Molina announced today that the Agency has been hired by Planet Panels to develop and implement Branding and SEO PR marketing strategies for the environmentally friendly manufacturing company.

"Our business and marketing efforts to date were strictly product based, without a clear direction on satisfying the needs of our customers," said Planet Panels' President Jim Klus. "We believe our new marketing program will achieve a significant increase in sales volume, with a deeper market awareness and brand visibility."

Impressed by New Wave Media and their team creative skills, Klus said he is confident the Agency can take Planet Panels' line of products and showcase them on a wider level, in a more dynamic approach.

"We chose New Wave Media because of their focus on SEO PR, as well as their ability to leverage social media and non-traditional relationship techniques to increase brand awareness and maximize product exposure," concluded Klus. The six month campaign is to begin June 2010.

About Planet Panels:

Planet Panels is an innovative, environmentally friendly manufacturer situated in Calgary, Alberta. Producing and installing panelized insulated wall, floor and foundation systems that meet current NBC and provincial fire codes, Planet Panels' revolutionary building systems present customers with a healthier, quieter, safer and energy efficient home at real value. More information on what Planet Panels can do for you can be found at www.planetpanels.com



About New Wave Media:

New Wave Media is an integrated marketing and 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 client-agency partnership to produce results strategies that will persuade your customers to stand up, take notice and most importantly, act.

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