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PRESS RELEASE

DANCE NAKED MEDIA INC. ANNOUNCES THE LAUNCH OF ITS "Radio DOPLR" SERVICE

First market to be Los Angeles for April 2010

In a first for the industry, Dance Naked Media Inc. today announced the launch of "Radio DOPLR", its revolutionary new radio research service. "Radio DOPLR has been in development for the past 2 1/2 years and it feels great to finally present it to the industry", said Howard Kroeger, President of Dance Naked Media. Kroeger created the BOB Format and launched the first variety hits station in North America while employed with CHUM broadcasting in March of 2002. This kicked off the BOB/JACK variety hits craze which swept North America and has seen success in many other Canadian and U.S markets.

Working together with several other radio and research professionals, Kroeger felt the time had come to make perceptual research a priority again and we knew that this would not be possible unless it could be made extremely cost-effective and affordable. "Radio needs new approaches in order to meet its ongoing challenges and we wanted to provide the first new tool, allowing broadcasters to take advantage of having that conversation with its listeners each month. Above all, our mission is to provide today's Radio with something they are missing and could really help grow their audience" he stated.

Radio DOPLR reintroduces the belief that perceptual research is an essential part of any strategy for successful market penetration and growth. Knowing what your listeners are saying and what they want from your station is more vital today than it has ever been. By offering research as a subscription-based service, Radio DOPLR is able to significantly reduce the cost of its solution for subscribers and represents a dramatic reduction in the cost of quality perceptual research.

Kroeger further pointed out that "We looked at this problem from every angle, even entertaining the perspective of whether a research solution could aid the station's sales department". For sales professionals, the Monthly Station Summary Report will provide a valuable overview of the stations position in the market, including monthly trends. Combined with ratings data, this information will help to provide a compelling case for marketing decisions. Radio DOPLR has been designed to not only be attractive for radio broadcasters. It represents a solution for any party that wants to have a conversation with the listening audience.

"Los Angeles will be the first city that we will be launching the service in", commented Kroeger. "We are anticipating adding a further two markets per month going forward, with market demand a key factor in the decisions for future markets".

About Dance Naked Media Inc.

Dance Naked Media Inc. is a privately held media research company with offices in both Canada and the U.S.. The company was founded in 2008 by a group of highly experienced radio industry professionals with the goal of establishing itself as the premier provider of cost effective perceptual research for radio broadcasters in the U.S. and Canada.

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The logo for radioDOPLR, featuring the word "radio" in a smaller font and "DOPLR" in a larger, bold font, with a small orange signal icon above the "O" in "DOPLR".

www.radiodoplr.com