



FOR IMMEDIATE RELEASE

News

Contact: Matt Wardlaw
Phone: 216-831-3761
Fax: 216-514-4699
Email: mattw@envisionradio.com
Web: www.envisionradio.com
RSS: <http://envisionradio.com/pressreleases/?feed=rss2>

Envision Radio Networks® Announces Deal with Radio DOPLR *Groundbreaking Research Now Available On Barter*

(MAY 2010) – **Envision Radio Networks, Inc.** in collaboration with **Dance Naked Media, Inc.** are pleased to announce a newly inked deal in which **Envision Radio Networks®** will handle marketing, affiliate relations and advertising sales for **Radio DOPLR**, the recently launched subscription-based monthly research service that provides measurement and understanding of a station's performance in a market.

Available on barter, **Radio DOPLR** has been designed to provide an affordable and more accurate alternative to today's market measurement services. **Radio DOPLR** research is divided into two sections; market research and proprietary research. All subscribers will see the same market data each month; however the proprietary research completed for each client remains confidential. Each market's analysis allows broadcasters to view the unbiased strengths and weaknesses of all stations in the market and gives industry watchers a completely fresh and objective new solution for making more cost effective advertising, marketing and imaging decisions. Visit www.radiodoplr.com for more information.

“**Radio DOPLR** has been specifically designed for radio station usage” says **Envision Radio Networks** President and CEO **Danno Wolkoff**. “The methodology and sample size far surpass all other perceptual research services currently in the marketplace. **Radio DOPLR** will soon become one of those tools that any broadcaster won't want to be without.”

“**Dance Naked Media Inc.** is very excited to be partnering up with **Envision Radio Networks** to handle our marketing and sales efforts for **Radio DOPLR**,” comments **Dance Naked Media** President **Howard Kroeger**. “In **ERN**, we have found a partner who believes as strongly as we do that based on the current state of affairs we are facing in radio, the timing is perfect for a product like **Radio DOPLR**. We are not only bringing perceptual research back to the table for radio, allowing that conversation between

the listener and the radio station to take place again, but we are doing it in an innovative and more cost-effective manner. Together we believe that **Radio DOPLR** has the potential to be a real game changer.”

Contact **Matt Wardlaw** at mattw@envisionradio.com or 216-831-3761 for additional details regarding the new deal with **Dance Naked Media**. For more information on **Dance Naked Media**, please contact **Doug Leppky** at dleppky@dancenakedmedia.com.

About Envision Radio Networks®:

Envision Radio Networks® provides content and services to more than 1,000 radio stations and reaches over 40 million listeners weekly. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show prep, short-form vignettes, live syndicated morning shows, long-form weekend programming, comedy services, remote broadcasts and event programming, off-air tools and web content, album releases and artist specials. Envision Radio Networks® is based in Cleveland, Ohio, with offices in New York City and Los Angeles.

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.

###