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WESTGLEN LAUNCHES I-BLITZ INTERACTIVE AT MEDIA RELATIONS SUMMIT

NEW YORK, May 18, 2009 – WestGlen Communications, Inc. (WestGlen) an integrated marketing and multimedia consultancy specializing in broadcast and Internet video production and distribution, today launched i-Blitz Interactive at the Media Relations Summit in New York.

Billed as “the next generation of audience and message fusion,” i-Blitz Interactive will provide strategic guidance to and tactical execution for public relations and marketing professionals looking to connect with highly targeted audiences both online and in specific terrestrial settings.

“The meteoric rise of social media and conversational marketing necessitates fresh thinking and powerful new tools for marketers wishing to connect with targeted audiences,” said Ed Lamoureux, Senior Vice President of New & Emerging Media at WestGlen Communications. “Through the success we’ve generated in the areas of targeted online marketing and audience development, many of our clients are now convinced that reaching a smaller but more active and engaged audience is equally and sometimes more effective than traditional advertising or PR,” continued Lamoureux.

i-Blitz Interactive represents the evolution of WestGlen’s Internet and Specialized Media practice which was the first to introduce the concept of “blended media marketing tactics” and “brand integration programming” to public relations industry. A few of the tactics i-Blitz Interactive offers include micro-syndication of video and audio PR/news content to media and/or public websites, blogger relations, online community interaction, social media marketing, webcasting, podcasting and search engine marketing services. I-Blitz Interactive will also provide services that can target schools (teachers and students through online curriculum and outreach), community senior citizen centers, doctor’s offices, health clubs and other targeted environments.

“The media landscape has evolved significantly over the past few years and recognizing that WestGlen’s services have evolved to incorporate many of these new media platforms, it became apparent that the name of the department needed to change with it,” said Chris Cavello, Vice President of i-Blitz Interactive. “Additionally, the rebranding should connect more forcefully with prospects and clients who still associate WestGlen with stellar traditional media outreach and PR services.”

i-Blitz Interactive has already executed social promotion, audience development and micro-syndication programs for organizations such as American Express, Eli Lilly, Stouffers, Johnson & Johnson, Honda, Easter Seals, ConAgra Foods, League of Women Voters, Girl Scouts, Susan G Komen, Samsung and many more.

About West Glen Communications, Inc.:

West Glen Communications, Inc. is a broadcast and Internet public relations consultancy and production company. WestGlen is a leading provider of broadcast and multimedia PR programs through the production, distribution and placement of video news releases, radio and television satellite media tours, web casts and public service announcements: The company provides strategic counsel and services to public relations agencies, corporations, trade associations, government agencies and non-profit organizations. Headquartered in New York City, WestGlen has regional offices in San Francisco, CA, and Washington, DC. Its website is located at www.WestGlen.com.

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