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**MOMENTUM MEDIA MARKETING AND RASPRODZ (UK) LTD.
BRING CRACK THE CODE® TO AMERICA,
FIRST ON CUMULUS MEDIA'S '93.3 THE BONE' DALLAS**

Vancouver, BC – Momentum Media Marketing, Inc has entered into agreement with Rasprodz (UK) Ltd. to bring *Crack the Code*®, Radio's most innovative and interactive revenue generating radio promotion, to America. Cumulus Media's 93.3 The Bone in Dallas became the first US radio station in the US to air Crack the Code® beginning April 15th.

"We are thrilled to be first with Crack the Code® in America," says Gary Thompson, PD for The Bone. "Overwhelmingly, listeners tell me how addictive Crack the Code® is and that they love playing on-air and online. The imaging is dramatic and larger-than-life. The non-spot revenue components even had our GM pacing his office with excitement. In fact, we sold 14 of 16 sponsorship packages before we even hit the air. It's groundbreaking!"

Crack the Code® was recently named "Best New Media Initiative" at the 2007 European Radio Awards at NAB in Barcelona. Bridging the gap between traditional contesting and interactive gaming, Crack the Code® allows listeners to compete on-air and online to unlock a bank vault full of cash using four numbers and their phone touchpad or mouse.

"After battle-testing in world markets such as London, Sydney, Dublin, and Johannesburg, the time has come to crack America," says Richard Spears, Director of Rasprodz and creator of Crack the Code®. "Radio is thirsting for interactivity and, from our experience, listeners become absolutely hooked, instantly."

"The genius of Crack the Code® is not just the listening appointments that the game creates and the technology that drives unprecedented participation, but also the myriad of ways advertisers can participate and benefit," says Shawn Smith, President of Momentum. "That drives radio gaming into new territory – just in time!"

Rasprodz (UK) Ltd. provides radio and television with new and innovative ways of attracting, entertaining, and maintaining audiences with high quality, client-focused interactive games built on patent pending software.

Momentum Media Marketing, Inc. is a full service marketing agency. The company works with entertainment companies to help them reach the right audience and advertisers, and make more money. www.momentummediamarketing.com

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