



FOR IMMEDIATE RELEASE

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**MOMENTUM MEDIA MARKETING BRINGS  
CRACK THE CODE®  
TO ASTRAL MEDIA'S 'VIRGIN RADIO 999' TORONTO**

Vancouver, BC – Momentum Media Marketing, Inc. has announced that Astral Media's Virgin Radio 999 Toronto – the first Virgin-branded station in North America - will air *Crack the Code®* as its first major ratings initiative. Radio's most innovative and interactive revenue generating promotion will commence on Virgin September 29, 2008.

"We are excited to bring Crack the Code® to Virgin Radio 999," says Martin Tremblay, Senior Program Director for Astral Toronto. "The production values, interactivity, and excitement of Crack the Code® is a perfect match for the energy of the Virgin brand! The whole station is fired up and ready to go."

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. The game is produced by Rasprodz (UK) Ltd. and is marketed exclusively in Canada and the United States by Momentum Media Marketing, Inc.

"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 endless ways that advertisers can participate," says Shawn Smith, President of Momentum. "Crack the Code® drives radio gaming into completely new territory!"

**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](http://www.momentummediamarketing.com)

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