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## **MOMENTUM MEDIA MARKETING BRINGS CRACK THE CODE TO KELOWNA**

Vancouver, BC – Momentum Media Marketing, Inc has announced that 103.9 The Juice Kelowna will air Crack the Code, beginning March 1, 2009.

“When I first learned about Crack the Code, I immediately knew we had to get it for The Juice,” says Jason Mann, Vice President Programming & New Media Vista Radio Ltd. “Crack the Code possesses all the dramatic tension of the best radio contests with the Hollywood production values of Deal or No Deal, Who Wants to Be A Millionaire, and any of the more current, suspenseful, and highly popular TV game shows.”

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.

“We’re thrilled to bring radio’s most innovative cash giveaway back to Kelowna, BC,” says Shawn Smith, President of Momentum. “The Juice team will do a great job of executing the promotion on-air, online, and on location.”

**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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