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IMAGE IMPACT NAMES NEW VICE PRESIDENT OF BUSINESS DEVELOPMENT AND SALES

Prairie Village, Kan. - Image Impact announces the hiring of Mike Baron to the position of Vice President, Business Development and Sales. Baron joins Image Impact after previously working as Director of Brand Licensing and Business Development for 20th Century Fox's Licensing and Merchandising Division. He will be in charge of all national sales efforts and partnership development for Image Impact.

"We are very excited to be adding Mike Baron to the Image Impact team," said Russ Cline, Founder and President of Image Impact. "With his experience, expertise and energy we are confident he can help facilitate much greater growth for Image."

"Image Impact is a dynamic, cutting edge company with tremendous vision and leadership," said Baron. "I am ecstatic with the opportunity to join the Image Impact family and help Image Impact continue to grow and set the world standard for brand placement evaluation and analysis."

With over a decade's worth of experience, Baron has worked on major initiatives for FOX Sports for such properties as NASCAR, Major League Baseball, the NFL, Speed Channel and FoxSports.com. Baron graduated from the University of Arizona with a B.S. in Entrepreneurship and Marketing. He also holds a post-graduate degree from the Fashion Institute of Design & Merchandising and previously founded his own apparel merchandising company Eidolon Global Ltd.

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Image Impact, Inc.[®] is a leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBaseSM (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers*SM. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact has also provided brand placement measurement for ESPN, Fox Sports, MasterCard, Sprint Nextel, BASS, LiveNation Motorsports, the NFL, NBC Sports, CBS Sports, Omnicom Media Group, the AFL and many others. Visit www.imageimpact.tv for more information.

