



Image Impact, Inc.
2310 West 75th Street
Prairie Village, KS 66208
(913) 981.8930

For Immediate Release
March 8, 2010

For more information contact:
Mike Baron – mike@imageimpact.tv

IMAGE IMPACT NAMES TOM BOEHM AS PRESIDENT

Kansas City, MO. - Insightful management and leadership contributing to Image Impact's rapid market share growth elevates Tom Boehm to the position of President of Image Impact, announced Russ Cline, founder of the sports/entertainment industry leader in worldwide brand measurement.

"Tom has been with our organization for 25 years and served in almost every senior management capacity in sports and entertainment," said Cline. "Tom's successful business acumen and navigation of changing market conditions in sports and entertainment environments played a major role in Image Impact's growth to one of the most respected brand measurement companies in the world. His expanded leadership role will help the company grow in North America and globally." Cline will remain active in his role of CEO as the company works to expand its integrated product line and international presence.

Image Impact is a leader in brand measurement worldwide. They work with major networks, sports leagues and major companies to provide data and brand information intelligence tailored to the valuing and decision making process.

Tom Boehm has worked with such high profile events as ESPN's X Games, Davis and Fed Cup Tennis with the USTA, USA Motorsports, AND 1 Streetball Tours and major stadium concerts and sports events. He is married to Lisa Boehm and has two sons, Brandon and Austin. A Missouri native, he is active in a number of civic and church activities.

#

Image Impact, Inc.® is the leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBase® (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers®*. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact continues to provide brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint, Indy Racing League, BASS, Feld Motorsports, CBS Sports, International Speedway Corporation, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

END 3-8-2010