



Monthly Public Relations Report December 2008

Monthly Summary

During the month of December, the agency worked on last minute holiday gift guide outreach as well as converting coverage previously secured. The agency was able to report a number of pieces of coverage that have converted this month. Most notable outlets include:

- *Maxim Magazine*
- *The Source Magazine*
- *Conde Nast Portfolio*
- *Recording Magazine*
- *The Winnipeg Free Press*
- *Sound & Vision Magazine*
- *Stereophile Magazine*
- *International Musician Magazine*
- *Live Sound International Magazine*

In addition to the reported coverage, the agency has secured a number of reviews with national and regional web and broadcast outlets including *Muscle Magazine International*, *Flaunt Magazine*, *The Star Phoenix*, *Front of House* and a number of television broadcast hits. Lastly, the agency distributed the announcement of the Dayna Gelenberg Hire and completed various pre-show work for the Showstoppers event.

Print Coverage that Appeared this Month

Here is the print coverage that appeared this month. Each hit includes information regarding the circulation of the media outlet and comparative ad value (what an advertisement of equal size would cost).

The Source

Atrio Spotlight

Circulation: 300,000

Comparative Ad Value: \$1,679



Maxim

Atrio Giveaway
 Circulation: 2,500,000
 Comparative Ad Value: \$9,594



The Winnipeg Free Press

Atrio Review
 Circulation: 161,925
 Comparative Ad Value: \$658



Recording

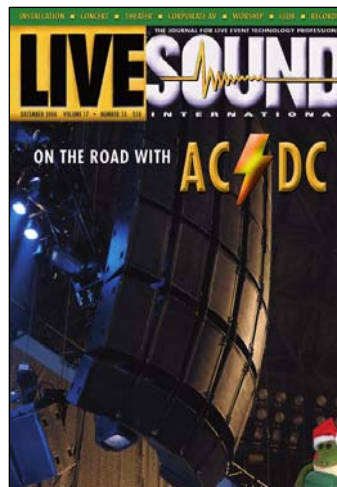
Atrio Review
 Circulation: 40,000
 Comparative Ad Value: \$667



HM Magazine
Atrio Review
 Circulation: 10,000



Live Sound International
David Gray Announcement
 Circulation: 28,054
 Comparative Ad Value: \$533



Sound & Vision
Atrio Review
 Circulation: 400,214
 Comparative Ad Value: \$3,264



Stereophile

Atrio Spotlight
 Circulation: 75,353
 Comparative Ad Value: \$491



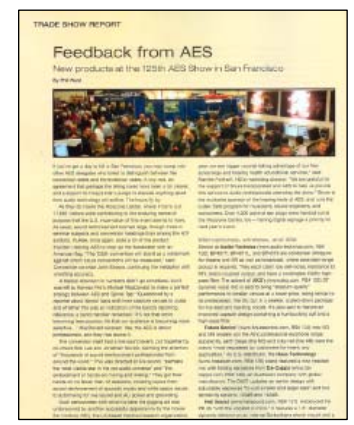
International Musician

Atrio Review
 Circulation: 117,573
 Comparative Ad Value: \$999



Lighting & Sound America

Atrio Spotlight
 Circulation: 18,000
 Comparative Ad Value: \$215



Conde Nast Portfolio

Atrio Spotlight

Circulation: 400,000

Comparative Ad Value: \$46,096



Web Coverage that Appeared this Month

Here is some of the more prominent publicity generated on the web as a result of the agency's aggressive outreach to the media. Each one contains a hyperlink to the posting along with the Compete ranking which ranks websites in terms of relative traffic (ex: a website with an Compete ranking of 1,000 is the 1,000th most trafficked site on the internet).

iProng e-Magazine

Atrio Review

Compete Rank: 20,270

Unique Visitors: 90,646

URL



PC Stats

Atrio Spotlight

Compete Rank: 20,270

Unique Visitors: 90,646

URL: www.pcstats.com



NT Compatible

Atrio Spotlight
 Compete Rank: 35,219
 Unique Visitors: 50,503
 URL: www.ntcompatible.com



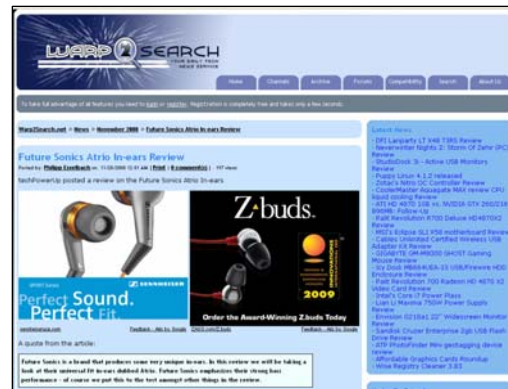
XS Reviews

Atrio Spotlight
 Compete Rank: 326,969
 Unique Visitors: 3,677
 URL: www.xsreviews.co.uk



Warp 2 Search

Atrio Spotlight
 Compete Rank: 70,015
 Unique Visitors: 23,372
 URL: www.warp2search.net



Tech Gage

Atrio Spotlight
 Compete Rank: 43,391
 Unique Visitors: 39,982
 URL: www.techgage.com



Slash Gear

Atrio Review

Compete Rank: 8,574

Unique Visitors: 208,096

URL: www.slashgear.com



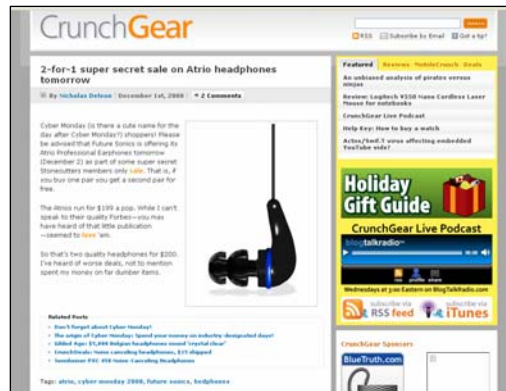
Crunch Gear

Atrio Review

Compete Rank: 2,821

Unique Visitors: 600,163

URL: www.crunchgear.com



Tech News

VIP Holiday Special Spotlight

Compete Rank: 80,070

Unique Visitors: 20,021

URL: www.technews.am



Official Tech Blog

VIP Holiday Special Spotlight

URL: www.officialtechblog.com



Surf Apple

VIP Holiday Special Spotlight

Compete Rank: 220,601

Unique Visitors: 5,943

URL: www.surfapple.com



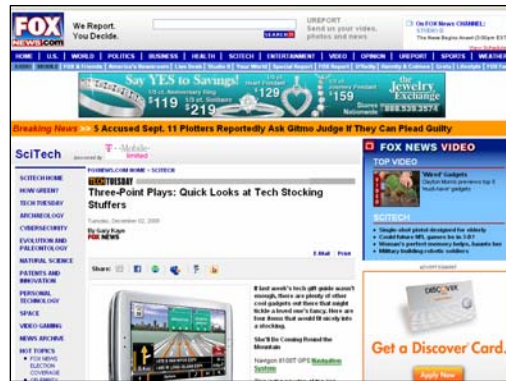
Fox News

Atrio Review

Compete Rank: 96

Unique Visitors: 9,857,215

URL: www.foxnews.com



Winnipeg Free Press

Atrio Review

Compete Rank: 85,720

Unique Visitors: 18,457

URL: www.winnipegfreepress.com



Test Freaks

Atrio Review

Compete Rank: 6,424

Unique Visitors: 274,052

URL: www.testfreaks.com



The Bachelor Guy

VIP Holiday Special Spotlight

Compete Rank: 67,573

Unique Visitors: 24,344

URL: www.thebachelorguy.com



HM Magazine

VIP Holiday Special Spotlight

Compete Rank: 209,267

Unique Visitors: 6,339

URL: www.hmmagazine.com



NT Compatible

VIP Holiday Special Spotlight

Compete Rank: 35,219

Unique Visitors: 50,503

URL: www.ntcompatible.com



Plunder Guide

Atrio Review

Compete Rank: 86,294

Unique Visitors: 18,313

URL: www.plunderguide.com



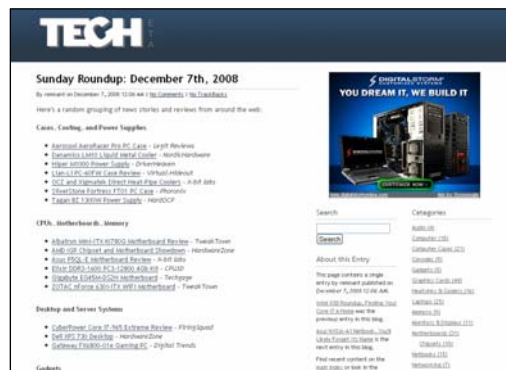
Tech ETA

Atrio Review

Compete Rank: 911,616

Unique Visitors: 1,035

URL: www.techeta.com



HT Lounge

Atrio Review

Compete Rank: 113,263

Unique Visitors: 13,324

URL: www.htlounge.net



Mi2N

Dayna Gelenberg Announcement

Compete Rank: 297,867

Unique Visitors: 4,113

URL: www.mi2n.com



Univision

Atrio Review

Compete Rank: 711

Unique Visitors: 2,108,229

URL: www.univision.com



Future Looks

Atrio Review

Compete Rank: 103,455

Unique Visitors: 14,818

URL: www.futurelooks.com



Of TV Series

Atrio Review

URL: www.oftvseries.com



Tech Lime

Atrio Review

Compete Rank: 93,155

Unique Visitors: 16,757

URL: www.techlime.com



Mobile Magazine

Atrio Review

Compete Rank: 34,638

Unique Visitors: 51,360

URL: www.mobilemag.com



Sound & Vision

Atrio Review

Compete Rank: 13,312

Unique Visitors: 137,621

URL: www.soundandvisionmag.com



TMC Net

Atrio Review

Compete Rank: 4,660

Unique Visitors: 372,188

URL: www.tmcnet.com



Last Gadget Standing

Atrio Spotlight

URL: www.lastgadgetstanding.com



Krunker

Atrio Spotlight
 Compete Rank: 82,761
 Unique Visitors: 19,248
 URL: www.krunker.com



Univision

Atrio Review
 Compete Rank: 711
 Unique Visitors: 2,108,229
 URL: www.univision.com



Hardware Logic

Atrio Review
 Compete Rank: 175,627
 Unique Visitors: 7,854
 URL: www.hardwarelogic.com



Test Freaks

Atrio Spotlight
 Compete Rank: 6,424
 Unique Visitors: 274,052
 URL: www.testfreaks.com



Pro Sound News

Atrio Spotlight

Compete Rank: 78,241

Unique Visitors: 20,568

URL: www.prosoundweb.com



Bass Guitar Blog

Atrio Spotlight

Compete Rank: 962,532

Unique Visitors: 970

URL: www.bassguitarblog.com



Tech Power Up

Atrio Spotlight

Compete Rank: 24,216

Unique Visitors: 75,413

URL: www.techpowerup.com



Broadcast Coverage in this Month

Here is the broadcast coverage that appeared over the course of the month. Each hit includes audience numbers, comparative ad value, a link to the clip, and a quote from the segment.

Univision – Nationwide

Atrio Review

Audience: 977,379

Comparative Ad Value: \$72,791

URL: www.maxborgesagency.com/fs/univision



WBRC (Fox) – Birmingham, AL

Atrio Review

Audience: 83,699

Comparative Ad Value: \$399

URL: www.maxborgesagency.com/fs/wbrc-fox

Quote: "...really good...makes you feel like you are in the studio!"



Mike & Juliet Show*

Atrio Giveaway

URL: www.maxborgesagency.com/fs/fox

Quote: "They are small but they provide big sound!"



*Airing locations available on www.mandjshow.com

Daytime Show*

Atrio Review

Audience: 49,326,620

URL: www.maxborgesagency.com/fs/abc

Quote: "A great idea for traveling!"



*Please view audience data on separate PDF

Coverage Secured in December

Here is the future potential coverage secured during this month. Each entry entitled "review" means that the agency has sent a physical review sample to the media outlet, whereas "spotlight" indicates that the coverage will be purely from information and images provided to the outlet. The agency will continue to follow up with this potential coverage to ensure a maximum amount of exposure.

Publication/Website	Product	Spotlight or Review
Muscle Magazine International	3 Atrios	Giveaway
Flaunt Magazine	Atrio	Review
Live Sound International	David Grey	Spotlight
Stereophile	Atrios	Spotlight
NY Times / Freelance Print	Atrios	Review

Star Phoenix	Atrio's	Review
Front of House	Dayna Gelenberg	Spotlight
PCStats.com	Atrio	Spotlight
NtCompatible.com	Atrio	Spotlight
Xsreviews.co.uk	Atrio	Spotlight
Warp2Search.net	Atrio	Spotlight
Techgage.com	Atrio	Spotlight
TheBachelorGuy.com	Atrio - Holiday Deal	Spotlight
ProSoundNews.com	Atrio - Holiday Deal	Spotlight
Slashgear.com	Atrio	Spotlight
Technews.am	Atrio - Holiday Deal	Spotlight
Crunchgear.com	Atrio - Holiday Deal	Spotlight
Officialtechblog.com	Atrio - Holiday Deal	Spotlight
SurfApple.com	Atrio - Holiday Deal	Spotlight
Foxnews.com	Atrio	Review
Hmmagazine.com	Atrio - Holiday Deal	Spotlight
AppCraver.com	Atrio	Review
SoundandVisionmag.com	Atrio	Review
NtCompatible.com	Atrio	Review
Warp2Search.com	Atrio	Review
Plunderguide.com	Atrio - Holiday Deal	Spotlight
Techeta.com	Atrio	Review
PhoneDog.com	Atrio	Review
iPhoneFreak.com	Atrio	Review
GearPatrol.com	Atrio	Review
HTLounge.com	Atrio	Review
Mi2n.com	Dayna Gelenberg	Spotlight
Mi2n.com	Dayna Gelenberg	eNewsletter
Oftvseries.com	Atrio	Spotlight
Techlime.com	Atrio	Spotlight
MobileMag.com	Atrio	Spotlight
Krunker.com	Atrio	Spotlight
JonnyGURU.com	Atrio	Spotlight
TMCnet.com	Atrio	Review
LastGadgetStanding.com	Atrio	Review
Krunker.com	Atrio	Review
Hardwarelogic.com	Atrio	Spotlight
Testfreaks.com	Atrio	Spotlight
Proasoundweb	AMAs	Spotlight
Bassguitarblog.com	Atrio	Spotlight
NBC - San Diego, CA	Atrios	Review
Univision	Atrios	Review
Fox 4 - Sacramento, CA	Atrio	Review
Fox - San Diego, CA	Atrio	Review
Mike & Juliet	Atrio	Giveaway

Other Activities

- **Dayna Gelenberg Hire Press Release** – The agency drafted and distributed the announcement of the David Gray hiring.

- **Showstoppers @ CES Preparation** – Provided Showstoppers with media kit, attendee, blog posting and newsdesk information.

Monthly Analysis

In the month of December, the agency was pleased to see the conversion of a number of print and broadcast reviews that had been secured in previous months. The general media consensus continues to be positive with the only negative point being the price point. This month filled with the preparation for Showstoppers as well as the coordination involved with finalizing the Mike & Juliet giveaway.

Moving forward, below are some of the items we have on the coming on the horizon:

- Showstoppers @ CES in Las Vegas, NV.
- Showstoppers follow up
- Sound & Vision *Shoot Out* Press Release
- Newspaper and Celebrity Magazine pitching