



For Immediate Release

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**Interrep Innovations Offers Advertisers in Key Categories
Integrated Radio/Training Programs to Help Sell Product to Women**

**Forms Sales Partnership with Maddox Smye –
Consulting Firm Specializing in Marketing and Selling to Women**

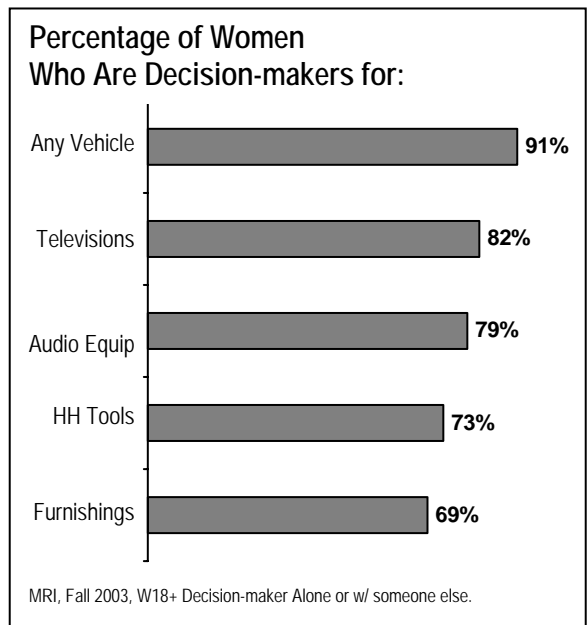
New York: Today **Interrep Innovations** (OTCBB: IREP) announced that it will partner with Maddox Smye, LLC, to help advertisers create marketing programs that resonate with women and bolster sales to female consumers. Key categories include Automotive, Financial, Home Improvement, Home Furnishings and Electronics – retail sectors that do not traditionally cater to female decision-makers.

The local market programs will use radio to drive women to a given place of business – for instance, an auto showroom or a financial services firm. Then, to help close the sale, the given business’s sales team will receive training by Maddox Smye consultants on how to better understand the needs and expectations of female customers, and make the sale.

Rebecca Maddox, the Founding Principal of Maddox Smye, commented, *“In our work on selling to women, we focus primarily on industries that may inadvertently turn off or intimidate their female customers. Often, it is the small things that will determine whether a browser becomes a purchaser, or simply walks out the door. In our skills development workshops, we share our research on the best way to approach and talk to women, and ultimately how to sell them your product.”* She added, *“I applaud Interrep for taking their marketing services to the next level. Radio may get the buyer in the door, but completing the sale is a marketer’s ultimate goal.”*

Sheila Kirby, Senior Vice President, Interrep Innovations, added, *“We are thrilled to be working with Maddox Smye. By bringing decision-makers creative solutions to the challenges facing their industries, we forge a true marketing partnership with our customers. This is what Interrep Innovations is all about...developing new streams of revenue for our client radio stations by creating value for advertisers.”*

Maddox Smye LLC is an international consulting firm that, since 1993, specializes in increasing sales to women buyers and influencers by training frontline sales people communication and interpersonal skills required to proficiently sell and serve women. Rebecca Maddox, M.B.A. and Dr. Marti Smye are founding principals of the firm. Both women have authored



best-selling business books (*Inc Your Dreams* and *Is It Too Late to Run Away and Join the Circus*) including their first collaborative work, *How to Get Rich Selling Cars to Women*. Their second collaboration, *How to Get Rich Selling Banking and Brokerage Services to Women*, will be released August 2004.

About Interep:

Interep (OTCBB: IREP) is the nation's largest independent advertising sales and marketing company specializing in radio, the Internet and complementary media, with offices in 17 cities. Interep is the parent company of ABC Radio Sales, Infinity Radio Sales, and the Freedom Radio Group, which includes Cumulus Radio Sales, D&R Radio, McGavren Guild Radio, SBS/Interep and Susquehanna Radio Sales. Interep Interactive is the company's interactive representation and web publishing division specializing in the sales and marketing of on-line advertising, including streaming media. Interep Interactive includes Winstar Interactive, Cybereps and Perfect Circle Media. The Event Shop is Interep's event marketing group. In addition, Interep provides a variety of support services, including: consumer and media research, sales and management training, promotional programs and unwired radio "networks." Clients also benefit from Interep's new business development team, the Interep Marketing Group, as well as Morrison and Abraham, Interep's sales consulting division focusing on non-traditional revenue. For more information, visit the company's website at www.interep.com.

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