

March 31, 2005

Interep Innovations Partners With Maddox Smye

Interep Innovations has 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.

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."

Sheila Kirby, senior vice president of Interep 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 Interep Innovations is all about—developing new streams of revenue for our client radio stations by creating value for advertisers."