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Empirical

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FOR IMMEDIATE RELEASE__

EMPIRICAL ANNOUNCES NEW CHIEF EXECUTIVE OFFICER__

Veteran media executive, **Stephen Tapp**, joins leading marketing solutions agency

TORONTO, ON - Mash Media Solutions Inc. (dba Empirical) has announced today that Stephen Tapp has joined the agency as Chief Executive Officer__

Stephen brings over 25 years of experience in the media and entertainment sector, building and operating subscriber and advertiser based entertainment businesses. His vast experience includes many pioneering initiatives in television, radio and digital media management including production, acquisition, sales, marketing, content distribution and brand building.

“Stephen’s extensive leadership experience across every media channel has given him valuable insight into the customer mindset” said Ian McKinnon, Chairman of the Board of Directors at Empirical. “His progressive leadership qualities and pioneering experience, especially in the quickly evolving digital media and marketing space are perfectly suited with what we do best – helping our clients and partners establish meaningful and continuous dialogue with their customers while building their brand”

Prior to joining Empirical, Tapp founded Hercules Media Group Inc., was founding President and COO of XM Satellite Radio Canada and has held several key senior leadership positions at CHUM Limited. As Executive Vice-President of CHUM Television he oversaw the company’s television division consisting of 26 channels including such leading stations as Citytv, MuchMusic and Bravo!. His purview also included Chum’s award winning Online/Interactive and International divisions. Tapp has been at the forefront of several major startups that involved new licensing and new technology launches on multiple “first in Canada” distribution platforms, including Astral’s Viewer’s Choice Pay Per View and TSN.

“Having served on Empirical’s board of directors over the last year, I have had a unique opportunity to work, in advance of accepting this assignment, with some of the most talented professionals in the marketing services and digital brand building field. Our multi-platform 360 solutions help brands engage customers, measure their experience and ultimately build their business” commented Tapp. “I am energized by the opportunities I am seeing in this sector and committed to growing both our profile and our partnerships”.

ABOUT EMPIRICAL_

Empirical is a progressive, multi-disciplined marketing solutions agency serving Brands that are committed to establishing and leveraging meaningful dialogue with their customers. The agency integrates web technology, data, innovative social marketing strategies and traditional direct-to-consumer marketing tactics to help clients gain market share using Empirical's strategic and integrated marketing tools.

For more information visit www.empirical.com
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