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FOR IMMEDIATE RELEASE

NEW AGENCY, RETAIL PRINT MEDIA (RPM), OPENS ITS DOORS TO CHALLENGE TRADITIONAL PRINT MEDIA PRACTICES

TORRANCE, CA. --- After more than 40 years in the retail print media field, Christopher Cope, Founder and President of American Communications Group (ACG Media), has announced his retirement, effective April 30, 2016. Jamie J. Shaw, Co-Founder and Chief Financial Officer, will also be retiring from ACGMedia April 30th. Senior management partners, Ray Young and Karli Sikich, will carry on the innovative legacy of ACGMedia with the launch of Retail Print Media, RPM.

Building on more than 30-years of rich ACGMedia experience, providing clients unmatched personalized service nationwide, RPM is positioned to offer clients the advantage of working with a staunch, independent agency.

RPM's vision includes a dedication to being deeply connected with their clients. Establishing a strong business partnership is just the beginning of its client service. "What sets RPM apart is being an expert in our clients' business," notes Jason Hicks, Vice President of Client Service and Business Development. "Client relationships are important to us and we strive to truly become extensions of their teams."

RPM feels fortunate to having retained the very best associates and executives from ACGMedia who have extensive knowledge and relationships with RPM's diverse clientele.

RPM offers in-depth experience with the newspaper industry, shared mail and direct mail, national and local magazines, and digital initiatives.

Whether the focus is on print or digital media, RPM can achieve campaign goals while providing significant cost savings. Cost savings are at the core of RPM's business platform.

Sophisticated Media Optimization

RPM brings with it a track record of solid, tangible savings. Its superior analytics are designed to eliminate hidden waste and deliver a higher ROI in a client's media budget.

In 2015, its experience and proprietary technology benefited clients with a savings of more than \$25 million through media optimization.

Aggressive Rate Negotiations

“RPM’s rate analytics technology and data driven strategies deliver significant rate savings every year. Compelling analytics, highly defined tactics, and the relentless pursuit of savings by our experienced negotiations team lowers costs and improves ROI. It is our responsibility to produce savings for our clients. We take that seriously and don’t stop until we do.”, said Ray Young, President. In 2015, results garnered clients more than \$26 million in rate reductions.

Seasoned Management Team

RPM’s executive management team, which includes Cope as Chairman, has more than 150 years combined retail media experience. RPM’s senior leaders are more available, approachable, and involved. Its leadership will reduce bureaucracy and enhance efficiency. It will be more responsive and better positioned to work with clients, whatever size their media budget may be.



Ray Young—President

Ray has been in the print media world for more than 30 years, having worked in virtually all positions in the industry. He is a major developer of proprietary technology, including RPM’s MediaMaximizer® and MarketMaximizer® systems. Ray’s extensive media buying and analysis experience has led to the development of this software. His keen eye to detail and strong analytical approach help Ray identify the best media solutions to the most complex client problems. In addition to his current commitment to cutting-edge IT functions, he previously worked at Market Place Print, a highly innovative print media-buying agency.



Karli Sikich—Chief Operating Officer

A 20 year industry veteran, Karli honed her talent for client service as an account executive for newspaper group Hollinger International in Canada. This enabled her to carry many clients with her across the border when she transferred to the US as the National Account Executive, Western Region for the Chicago Sun-Times. More recently, Karli’s focus has been on implementation of systems and procedures to manage client workflow and strategic counsel.



Jason Hicks—Vice President, Client Service and Business Development

Jason has served extensively on the media side. He has held executive positions at Copley Newspapers and at Valassis. He has served on the agency side holding executive positions at ACGMedia where he was served more than 60 high profile retail accounts over his 14 years with the agency. Additionally, Jason most recently served as the Media Director for a large tool retail chain where he managed a \$75M+ media budget.

“The media and retail landscape have become more volatile than ever. This requires an agency that is nimble, highly flexible, and first and foremost, client centric. Whatever it takes. This is our daily focus at RPM,” said Chief Operating Officer Sikich.

For more information about RPM or to request a client consultation, please contact Jason Hicks at 310-530-4100, x258. You can also email Jason at jhicks@retailprintmedia.com or visit retailprintmedia.com.