

# Mass Transmit and Web Zeit Merge

NEW YORK, NY – June 28 (SEND2PRESS NEWSWIRE) – Mass Transmit, a leading interactive marketing company, has entered into an agreement to merge with Web Zeit, a privately held Internet strategy company based in New York.

Web Zeit was founded in 1997 and specializes in Internet strategy and development for the financial, not-for-profit and pharmaceutical/consumer health sectors. Web Zeit's client roster includes Pfizer, GlaxoSmithKline, Oxygen Media, HarperCollins and The Denver Art Museum.

Mass Transmit and Web Zeit have been collaborating on projects since 2000, including the creation of Peersuasion, an email referral marketing platform. Peersuasion's clients include Dell, Maytag Corporation, Blu Sphere, Diamond Trading Company and Oxygen Media.

"The merger with Web Zeit brings valuable experience, leadership and technology support," said Adam Q. Holden-Bache, CEO of Mass Transmit. "Their expertise in internet strategy, sector knowledge and leadership expands our offerings and enables us to provide better service to clients, while enabling us to focus on growing Peersuasion and related technologies."

Founded in 1996, Mass Transmit has become an industry leader by providing Internet marketing technologies and expertise. Mass Transmit's global client roster includes Heineken USA, SunCom Wireless, The McGraw-Hill Companies, Liz Claiborne, AOL Media Networks and CNA Insurance. Mass Transmit is headquartered in New York City.

Anthony Schneider, CEO of Web Zeit, becomes President of Mass Transmit. "This is a great opportunity to join forces with a leading interactive company to provide a new level of strategy and marketing insight to clients," Mr. Schneider said. "With added depth in technology and management, we can now focus on improving Peersuasion, Email Transmit, Approved Emailer, Design Transmit and other technologies. We look forward to expanding our reach and accelerating the growth of Mass Transmit."

## About Mass Transmit

Mass Transmit ([www.masstransmit.com](http://www.masstransmit.com)) provides Internet marketing technologies and expertise. Mass Transmit's proprietary email marketing technologies include Email Transmit, Peersuasion, Approved Emailer and Design Transmit. Mass Transmit's production services include the development of email marketing and online advertising campaigns, web sites, presentations, CD-ROM's and interactive games. Headquartered in New York City, Mass Transmit LLC has been a leading provider of innovative marketing and communication solutions since 1996.

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