

# STG Media Corp. Combines Forces with Internet Solutions Provider Salient Digital, Inc. to Form STG Interactive

**Print, TV, Radio, and Direct Response Advertising Agency adds Web Development and E-Commerce to Roster of Services**

TEMPE, Ariz., March 19 (SEND2PRESS NEWSWIRE) – STG Media Corp. is proud to announce it has acquired the internet portfolio and clientele of Salient Digital, Inc., a 7-year-old Internet Development Company. The acquisition will allow STG Media Corp. and STG Retail Direct, Inc., to provide their clients with a wide range of digital marketing services including Search Engine Optimization (SEO), Search Engine Marketing (SEM), E-commerce development and Web application design and programming.

Salient Digital's past projects include several high-profile corporate Web sites for businesses including the East Valley Tribune, Tribune Direct Marketing of Northlake, IL, Times Direct Marketing in Los Angeles, Art and Science Salon, a high-end hair salon chain based in Evanston, IL; Sunset Food Mart, Inc., a four-store luxury grocery store chain based in Highland Park, IL; and United Cerebral Palsy of Greater Chicago, with which Salient Digital has provided multimedia development services for nearly a decade.

STG Media Corp. is honored to appoint Salient Digital's President and Founder, Geoffrey Hoffman to the position of CEO of STG Interactive. "The services our companies offer were perfectly complementary," Hoffman explains. "I'm very excited to be able to combine and expand Salient Digital's Internet-based service offerings with STG Media's print, TV, Radio and retail solutions."

Thomas Lark, STG Media Corp. CEO adds, "We utilized Salient Digital on a contract basis for several years, because we didn't want to turn away anyone's business. As our digital marketing needs grew, we realized we had to join forces in a more permanent way," Lark said. "Geoffrey has already proven to be a key player in the STG's family of companies. Geoffrey's interactive expertise and desire to create success for our clients has helped STG become one step closer to fulfilling all of our clients needs."

STG Media Corp., STG Retail Direct, and STG Interactive, LLC, work together to develop and execute strategic, national marketing campaigns. Based in Tempe, AZ, STG Media is a full-service advertising agency specializing in creative and media buying for print, television and radio. STG Retail Direct places products directly on the shelves of Wal-mart, Walgreens, CVS, Target, GNC, and thousands of grocery and convenience stores nationwide. STG Interactive develops cutting-edge E-commerce solutions in addition to search engine optimization and search engine marketing. As the line between brand marketing and direct response blurs, brand advertisers move to be more accountable, and direct response marketers evaluate themselves from a brand

perspective. STG helps clients navigate through the complex landscape of opportunities that exist within the context of modern, cross-media campaigns.

For more information about the STG family of companies, call toll-free: 866-834-4370 or visit our website <http://pr.printad.info/5>.

The World Responds to You.(TM)

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