



TransMedia Publicity CLIENT SUCCESS STORIES

Over literally decades, TransMedia Group has numerous PR coups and success stories to its credit, including some of the most successful publicity campaigns ever conducted for consumer products and services that grew into big category winners and made companies and entrepreneurs behind them very wealthy.

AT&T

In the 1980's TransMedia played a significant role in helping AT&T through the most difficult period in the company's history--the breakup of Ma Bell by divestiture of its regional Bell companies. TransMedia arranged for then AT&T chairman Charley Brown to appear numerous times on national television and in countless articles in major newspapers and magazines across the country. The PR firm's enterprise is described in detail in articles in PR WEEK and in TransMedia founder Tom Madden's acclaimed memoir "Spin Man."

"Smartest thing I ever did was to retain TransMedia for public relations."

— *Herb Lennon, Director of Public Relations, AT&T*

REXALL SUNDOWN



In the 1990's, TransMedia's publicity helped to drive sales of Rexall Sundown's nutritional products from \$150 million to \$1 billion. In 1999, TransMedia introduced Cellasene, a product designed to reduce cellulite, with an eight-minute segment on NBC Dateline, followed by positive segments on all the TV networks and major TV outlets across America.

In total, TransMedia generated over \$54 million in publicity making Cellasene the top selling supplement introduced in 1999. Rexall Sundown Founder Carl DeSantis sold the company in 2000 for \$1.8 billion and to this day credits TransMedia's publicity for products like Osteo BiFlex, the top-selling supplement for Arthritis, and in general for much of his company's phenomenal rise to the #1 nutritional supplement company in the world.

"For the past 10 years, TransMedia has done an outstanding job in helping us to achieve our public relation goals." — *Carl DeSantis, Founder, Rexall Sundown*

SUCCESS STORIES

The TransMedia Group

240 W. Palmetto Park Rd.,
Suite 300
Boca Raton, FL 33432

P: 561-750-9800 ext. 210
F: 561-750-4660

amazzone@transmediagroup.com

TRANSMEDIA
Public Relations • Publishing
• Internet Marketing
Group.com

O-ZONE LITE

Publicity was so strong the inventor wound up selling out his inventory at a phenomenal profit. He then merged his product with a broader product line and aligned himself with a much larger lighting company, which at his urging retained TransMedia to publicize new lighting products for hotels.

CELSIUS

Starting in 2008, TransMedia's dazzling publicity placements for Delray Beach-based, calorie-burning soft drink Celsius have made it the leading product in its category, propelling sales from a few hundred thousand a year to over a \$1 million per quarter and its stock price from 3 cents a share to 20 cents. Thanks to TransMedia, national television exposure for Celsius has soared, including several times on CBS National News, along with a 10-fold increase in nationwide distribution to thousands of retail stores across the country, including Walgreen's, GNC, Vitamin Shoppes. Celsius is on a roll and TransMedia is enabling it to roll faster and higher as one of the fastest-growing, all-natural soft drinks in the country.

Dear Kim and Tom:

On behalf of Carl, Irina and myself---we just want to say GREAT JOB!!! The piece was excellent and we are already experiencing some web sales and retailer response. We are clipping the piece for use by our sales staff and are so excited by the continuing positive PR we are experiencing. You are the very best and we love working with you both!! – *Jeff Perlman, Chief Operating Officer, Celsius, Inc., www.celsius.com*

DAUM CRYSTAL

In 2009, Daum Crystal retained us to put more luster in their public relations. TransMedia proceeded to stage a series of publicity-generating events in New York City and at the championship polo tournament in Washington, DC, which has lead to a significant surge in sales at Daum's flagship store in Manhattan and across the country to the utter delight of DAUM's management.

SUCCESS STORIES

The TransMedia Group

240 W. Palmetto Park Rd.,
Suite 300
Boca Raton, FL 33432

P: 561-750-9800 ext. 210
F: 561-750-4660

amazzone@transmediagroup.com

TRANSMEDIA
Public Relations • Publishing
• Internet Marketing
Group.com

CENEGENICS

In 2007, Boca Raton-based Cenegenics Medical Institute selected TransMedia Group to create and build a strong local brand for its prescription for a longer, healthier life. To achieve this, Cenegenics uses a combination of hormone therapy, nutrition and exercise.

Before designing and implementing a multi-level publicity campaign for the Director of Cenegenics Boca Raton, Dr. Robert Willix, TransMedia did what many PR firms often neglect to do. It conducted focus groups to discover the most effective way to introduce Cenegenics in the South Florida market.

TransMedia encouraged Cenegenics to move from its doctor's office location on the second floor of a strip mall to the world famous Boca Raton Resort and Club. TransMedia used its leverage as both a member of the club and a Trustee of the Boca Raton Chamber of Commerce to arrange an impressive grand opening at the resort in October, 2007 featuring Dr. Willix with then Boca Raton Mayor Steve Abrams and Boca Raton Chamber of Commerce President Troy McLelland .

Then TransMedia hammered away at local and regional publicity, tossing in a sprinkling of national placements. With continuous positive exposure, Cenegenics Boca Raton quickly became one of the top Cenegenics locations in the U.S. TransMedia publicity underscored how it helps individuals experience a reduction in all the chronic diseases of aging, while enjoying improved cognitive function, increased lean muscle, improved cholesterol scores and stress management capability, plus a stronger immune system and reduced body fat.

To communicate the Cenegenics story, Transmedia arranged exposure in a variety of media including:

- ABC News with Charles Gibson
- ABC News in Miami, WFOR TV
- WXEL TV, PBS, West Palm Beach and Broward
- Sun Sentinel – front page of Business Section
- Palm Beach Post – front page of Business Section
- Boca Raton News
- Boca Raton Magazine
- Florida Travel and Lifestyles magazine
- Hola Amigos website
- And much more

SUCCESS
Stories

The TransMedia Group

240 W. Palmetto Park Rd.,
Suite 300
Boca Raton, FL 33432

P: 561-750-9800 ext. 210
F: 561-750-4660

amazzone@transmediagroup.com

TRANSMEDIA
Public Relations • Publishing
• Internet Marketing
Group.com