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Audio Messaging Solutions Merges with IOHI, Forming Powerhouse in Audio-Video Marketing Industry

Company provides solutions for customers such as Pep Boys, LabCorp, Goodyear, Papa John's Pizza

TAMPA, Fla. (July 8, 2011) – Joining forces to form one of the top providers in the audio-video marketing industry, Audio Messaging Solutions, LLC (AMS) today announced that it has merged with IOHI (Impressions On Hold), creating one of the nation's leading companies in the telephone on-hold messaging business.

The new company combines the audio marketing skills of AMS with the expertise of IOHI, which delivers solutions for on-hold messaging, IVR prompts, overhead music and digital signage. AMS has now evolved from primarily producing and recording on-hold phone messages to having the ability to create and deliver multimedia marketing solutions that cover all client touch points.

“We are pleased to combine our talents and strengths, which we expect will continue a record of growth that has defied the economy,” said Aaron Kleinhandler, Chief Executive Officer of AMS. Under his leadership, and that of President and co-founder, Mitch Keller, AMS has grown its revenues ten-fold in a six-year period, fueled by 11 acquisitions.

Some of the most notable additions to AMS' product line include expanded audio services for phone systems, such as IVR prompts and automated attendant greetings; digital signage solutions for waiting areas, retail spaces and interactive kiosk applications; public space music and location-specific “storecast” messaging; multimedia enhancements for the web, and custom video applications.

The new company, which will announce a new name and brand this fall, combines a high level of personal service with the proficiency that comes with providing multimedia branding for national companies like Pep Boys, LabCorp, Regions Bank, Goodyear, Terminix, Raymond James Financial and Papa John's Pizza. A major competitive advantage is the company's in-house production and service capabilities, which provide outstanding products, turn-key implementation and exceptional value.

Combined, the new company has solutions in approximately 40,000 U.S. office and retail locations, from on-hold phone messaging to programming for in-store audio and digital signage. The merger of the two privately held companies, finalized in late June, creates an organization with 72 employees and approximately \$17 million of annual revenues, 80% of which is recurring in nature. Financial terms of the deal were not disclosed.

Current management of IOHI will become significant shareholders of AMS and serve in senior management positions in the combined company. Corporate headquarters are in Tampa, while creative and customer operations remain in Tulsa, Okla. And thanks to support from its lenders, which includes a \$10 million acquisition line, AMS is already making plans for future growth.

“Our combined expertise will be a powerful resource for our customers,” said Marissa Allen, a co-founder of IOHI. “We have the resources and skills to help a wide range of customers, from local to national in size.”

For more information on the new company, please see AMS’s website, www.onholdbusiness.com, or IOHI’s website, www.iohi.com.

About the new company

Headquartered in Tampa, Fla., with creative and customer operations in Tulsa, Okla., the new company provides audio, graphic and video marketing solutions to help clients deliver effective marketing messaging for customers. The combined company has annual revenues of approximately \$17 million and 72 employees, and with audio and/or video marketing solutions in place in approximately 40,000 U.S. locations, it is among the top five providers in the telephone on-hold messaging industry.

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