

For Immediate Release

Advertising and Research Icon Jon Mandel Joins Loop Analytics Advisory Board

OLDSMAR, Fla. (PRWEB) June 15, 2010—Loop Analytics, a leading provider of smart phone applications for developers and advertisers that provide end-to-end management, advertising and research, announced today that advertising and research veteran Jon Mandel has joined its advisory board effective, June 14, 2010.

Mandel, one of Madison Avenue's most influential and well-known advertising executives, brings insight from decades of agency-side media, advertising, and media research experience during his tenures at Grey Advertising, MediaCom, Group M and NielsenConnect. Mandel's credentials and reputation in the media world have been described as 'iconoclastic' by the trade and has held prestigious positions with NATPE, the International Radio and Television Foundation and the American Association of Advertising Agencies.

"Our focus in mobile is combining the ability to reach consumers with the ability to measure the outcome," commented Loop CIO Edward Hunter. "Jon's extensive background in both advertising and research give us a lot to learn from, and we're very excited that he's chosen to be involved with Loop."

Mandel served in various media planning capacities for the top advertisers in the world—and is widely recognized for his pioneering industry accomplishments while he was Chief Negotiating Officer when MediaCom was formed in the United States. Mandel served in various C-level positions at MediaCom, including Chairman and co-CEO, and at Group M, until joining NielsenConnect as CEO in 2006. At NielsenConnect, he led an organization that worked to collect, analyze and report on consumer patterns and usage based on information drawn from the many Nielsen companies around the world.

"It's clear to me that mobile is heading for a foundational role in the media marketing mix and Loop Analytics understands what that means and how developers and advertisers can maximize their efforts in the space," said Mandel. "From an agency and brand perspective, Loop provides actionable insights that will help grow Brand sales. They are the first to develop a solution that effectively measures engagement, efficacy and performance for any mobile application. It's a privilege to advise them."

"We are extremely pleased to have Mr. Mandel assist us in unlocking the potential for the various members of the media ecosystem through the continued growth of Loop," said John Dutchak, CEO of Loop Analytics. "His strategic vision and wealth of experience in new media, advertising and in the financial community will be a tremendous asset in leading the company forward."



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About Loop Analytics

Loop Analytics is headquartered in the Tampa Bay area in Oldsmar, Florida and was founded in 2009 by mobile application, video game, analytics and digital media research veterans. The Loop platform provides a unilateral toolset for providers, marketers and researchers that “closes” the loop between application usage, advertising consumption and advertising effectiveness by capturing user attitudes, digital behavior and link to sale behavior. Please visit our web site at www.loopanalytics.com.

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