

NEWS RELEASE

Daemon Digital wins Austereo and Warner Bros Valentine's Day

Sydney 9 July 2010 - Daemon Digital is celebrating winning two new social media accounts in U20 Radio for Austereo and the release of the Warner Bros title Valentine's Day on DVD.

The team won competitive pitches for the launch of Austereo's U20 Radio, a new Digital Radio station that will be created by under 20 year olds as part of the Federal Government's "The Line" initiative and the release of Valentine's Day on Blu-ray and DVD for Warner Home Video. Both of these campaigns launch during July across Facebook, Twitter and MySpace.

"It's fantastic to see a broadcaster such as Austereo look beyond their core offering, seek strategic partnerships that deliver on Government objectives and embrace social media as a means of connecting with Australia's youth", said Cat Douglas, Daemon Digital Business Strategy Director.

"It's also a demonstration of the long-term success social media is bringing to our clients with Warner Bros continuing to promote their DVD releases through this channel following successes with The Hangover and True Blood amongst others."

Visit the U20 Radio Facebook page at:

<http://www.facebook.com/U20Radio>

Follow U20 Radio on Twitter here:

<http://twitter/U20Radio>



Visit the Valentine's Day Facebook page here:

<http://www.facebook.com/ValentinesDayAU>

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For further information, interviews and images please contact:

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