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FOR IMMEDIATE RELEASE

CSM ANNOUNCES INTERNATIONAL BOARD OF ADVISORS
Experts from the Fields of Emerging Technology, Advertising, Entertainment and Venture Capital

(July 28, 2010 - New York, NY) - Culture Shock Marketing (CSM) is delighted to announce the firm's International Board of Advisors, meticulously chosen from experts across a range of disciplines - from emerging technologies to advertising, entertainment and venture capital. The CSM Board of Advisors extend geographically from Ireland and the UK to both coasts of the US, in keeping with Culture Shock Marketing's evolution and growth into new markets and territories.

Debra Anderson, CEO of Culture Shock Marketing sees this as a definitive step in the future strategy of CSM - "The creation of an International Board of Advisors allows our company to upscale in collaboration with a hand-picked group of expert consultants, to deliver more ambitious projects across disciplines for our clients. This is the key to true innovation."

This announcement coincides with Culture Shock Marketing's decision to extend its reach beyond the world of Art and into the worlds of Technology and Innovation. "Art will always be a central concern at CSM but we are also keen to explore what is new and emerging in technologies. We want to take work from the labs into the galleries" says Anderson, "we want to stir things up and showcase what can be imagined as innovation in digital media. We perceive that this is the future of the art world".

It is expected that Hugh McGrory, Irish Digital Media Entrepreneur and Innovation Consultant, will join CSM in the Fall of 2010 as a full partner. New clients at CSM in 2010 include The Cinema Microscopy Lab at Yale University School of Medicine - a state-of-the-art light microscope imaging center, Toonamation - automated rotoscoping visual effects in real time, Glenn Marshall - Belfast-based, award-winning computer artist (Ars Electronica Winner, 2009), Scott Pagano - Los Angeles-based hybrid fine artist and independent creative professional recognized for his high-end interactive, multimedia works and '101love' - art inspired by the mathematical code of the Torah.

CSM Confirmed International Board of Advisors:

Steve Allen , DMI Labs & Internal Deployment Lead at the BBC and Team Leader and Board Member of White Label Space, a space 2.0 tech start-up and Google Lunar X PRIZE competitor - London, Former Director at Joost Technologies and Manager/Project Manager at Nordisk Film A/S

David Cronin , Chief Executive of the University of Limerick Foundation and on the Advisory Board of the Bank of Ireland Early-Stage & Seed Equity Fund - Limerick, Former Senior Director of QUMAS

ArLyne Diamond, Ph.D. , CEO Diamond Associates - Silicon Valley, senior level experience in a wide range of disciplines including business, education, psychology, law, marketing, management and consulting

Mark Finlay , Principal at Mark J Finlay Consulting, Delivery & Leadership - Belfast, Trustee/Director at The Presidents' Club Northern Ireland and a Director of the Ireland-US Council

Tim Gibbons , Governor, Producers at Academy of Television Arts and Sciences - Los Angeles, Former President of the Producer's Guild of America

David Kirk , Business Advisor at Kirk Associates - Silicon Valley, Former SVP of Cisco Systems and VP Corporate Information & Business Systems at AOL



Dr Adrian Mallon , Adrian Mallon Multimedia - Belfast, multimedia developer and consultant with considerable experience in the design of computer-interactive solutions

Kevan O'Brien , Media Technology Consultant, Nvidia - San Francisco, Former Digital Film and Video Specialist at Adobe

Tim O'Connor , Business Consultant - Dublin / New York, Former Secretary General to the President of Ireland and Irish Consul General to New York

Dr Derek Toomre , Assistant Professor, Yale University School of Medicine - New Haven, Director of the Toomre CINEMA microscopy lab

Faris Yakob , Chief Innovation Officer MDC Partners - New York, Former EVP Chief Technology Strategist at McCann Erickson New York and Digital Ninja at Naked Communications London/Sydney/New York

About Culture Shock Marketing (CSM):

Culture Shock Marketing (CSM) is a New York City-based, 21st century strategic innovation consultancy. Focused on serving creatives, technology developers, digital agencies, corporations and cultural institutions, CSM is a valuable strategic partner, energetic and in tune with the innovative markets where art and technology interact. Founded by CEO Debra Anderson in 2007, CSM is recognized for strategic and creative approaches to marketing, brand development and positioning in global markets. For more information on CSM's international clientele and services, please visit www.cultureshockmarketing.com