



REAL TIME CONTENT

## REAL TIME CONTENT INTRODUCES TOM QUINN AS NEW CEO

*Seasoned Veteran from Blast Radius, Avenue A, and Razorfish to Lead Company's Growth*

New York, NY – September 21, 2009 – Real Time Content, Inc. (RTC), a leading provider of online video marketing technology, today announced the appointment of Tom Quinn as Chief Executive Officer. Quinn brings more than 20 years of marketing leadership experience to Real Time Content. His expertise in digital marketing strategies, new media, and advanced analytics will help RTC execute on its aggressive growth plan.

“As we continue our next phase of growth and solidify our presence in the market, Tom brings valuable experience in online media strategy and optimization which will help take us to the next level,” said Real Time Content Founder Naj Kidwai. “RTC enables brands to deliver customized video experiences, while giving consumers more control about how they view and interact with the content, which plays right into Tom’s area of expertise.” Kidwai, the former CEO, will remain on the company’s Board of Directors.

Prior to joining Real Time Content, Quinn was Executive Vice President, Marketing Services at Blast Radius, a WPP Company. Before Blast Radius, Quinn was Vice President of Sales & Consumer Insights at Razorfish. Previously, Tom played a significant role in the growth of Avenue A prior to the agency’s consolidation with Razorfish, helping drive new business and adding premier brands to the client roster including AstraZeneca, Capital One, Starwood Hotels and Victoria’s Secret.

"Traditional commercials have not worked well online. Recognizing the Internet’s strength as an interactive channel, Real Time Content has developed a unique solution for delivering meaningful, interactive video to the consumer.” said Quinn. “Not only can we make online video experiences more relevant for our clients, but we enable them to listen and understand more about the customer. Over time we will be able to help our clients optimize their campaigns and improve their marketing ROI."

### **About Real Time Content**

Real Time Content, Inc. (RTC) enables marketers and publishers to create meaningful and engaging online video experiences. Its proprietary platform creates customized video messaging, which results in greater relevance, higher click-through rates and increased conversion. The company has been recognized by AlwaysOn as an OnMedia Top 100 winner and was named to the Red Herring Europe Top 100. Headquartered in the U.S., RTC has offices in New York and London with funding from British Telecommunications Plc. and New Venture Partners. Visit Real Time Content at <http://www.realtimecontent.com>.

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