



NEW NAME, SAME COMMITMENT

Canadian-based Media Rep Firm Changes Company Name

TORONTO, CANADA – April 13, 2010 – Boxer B-Scene Media Inc. officially changes their name to BBS Media.

“The intent of the name change is to simply reduce or eliminate any confusion in the marketplace.

Our commitment to our mission and core values remain unchanged as does the management of the company. We celebrate our 4th year of merging Boxer Media Inc. and B-Scene Media Inc. with this announcement of a clearer, bolder and more distinctive brand name of BBS Media, says Brian Fields, managing partner at BBS Media. We will be representing the same best-in-class media products and delivering the same fine service on which we have built our reputation in the industry.”

About BBS Media

BBS Media is an honored partner of some of the world's most-prominent digital, mobile and print properties, offering advertisers the opportunity to showcase their brands across a variety of prominent media options, be it in Canada, the US or Internationally.