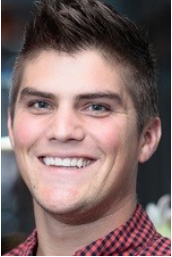


# Vicinity Media boosts business development team

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*Premium mobile advertising network Vicinity Media has announced the appointment of industry specialists Darren van der Schyff and Dwane McCarthy to take the helm of the company's new business development and media sales across South Africa, and the African continent.*



Dwane McCarthy



Darren van der Schyff

Neil Clarence (COO) comments, "With Vicinity Media now at the forefront of location based mobile (LBM) in South Africa, the appointment of Dwane and Darren cements our growth aspirations. The new team gears us to entrench our brand in the minds of media planners and clients. We welcome Dwane and Darren and are confident in their ability to expand our footprint and meet the unrelenting demand for relevant mobile advertising."

Having joined the digital media industry in 2011, Darren van der Schyff brings with him a comprehensive understanding of various media channels, publishers and competitors in the market place. He possesses a strong technical understanding of media platforms owing to his technical background as a former coder, and an eternal fascination with tech, online and mobile. Darren is a devotee to the power of local and mobile advertising and believes that the future of advertising lies in the hands of the consumer.

Dwane McCarthy is passionate about all things digital and creating strategic digital advertising campaigns for clients. His career in digital began as a mobile content media buyer, delivering the best possible mobile traffic through various ad networks delivering a Cost per Acquisition (CPA) to drive client conversion. Dwane was later appointed as national account manager by a leading digital sales house to manage premium mobile and online inventory. Dwane is a thought leader in the South African mobile landscape and is committed to helping consumers understand how to leverage the technology in their pocket.

Launched recently as an offshoot of Business Positioning Systems, Vicinity Media's positive traction in the LBM market has not only attracted investment from ex-RMB executives, the team recently announced an exclusive publisher deal with revered title *Mail & Guardian*.

## VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best of breed technology and location expertise to deliver street level location targeting and drive mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a Relevance Revolution to mobile.

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