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**Brand-in
Entertainment**

Press Release



Rolfe Auerbach, President of Brand-in Entertainment®, to be a Featured Speaker at this Year's Youth Marketing Mega Event- YMME '09

YMME '09 Invites Industry leaders to Share Insights and Experiences to More Effectively Market to Kids, Teens, Tweens, and Families in Today's Challenging Marketplace. YMME '09 will be held April 26-29, 2009 at the Hyatt Regency Resort and Spa, Huntington Beach, California.

Los Angeles, California, March 23, 2009:

Since 2005, the YMME has become the leading marketing conference to offer a full breadth of youth and young-adult marketing industry experts and business leaders to present opportunities within the current marketplace. The YMME '09 conference offers the challenge, "Be Paralyzed or Find the Next Opportunity."

With the announcement of Rolfe Auerbach as a featured speaker at YMME '09, Amy Kritzer, Senior Producer of YMME stated, "The Youth Marketing Mega Event is excited to have Brand-in Entertainment as an event speaker on the program and we look forward to the opportunities in film, television, and new media that they are bringing the attendees of the conference."

Mr. Auerbach responded, "It is a pleasure to share Brand-In Entertainment's insights during this year's conference. We will offer the YMME attendees innovative ways to grow their brand and increase return on investment." According to Mr. Auerbach, BiE will be present to discuss ROI through product/brand-integration in projects within a variety of entertainment media including Theatrical Movies, TV Movies, TV Series, music videos, music tours, Broadway, webisodes, books, graphic novels, Internet and mobile phones. Mr. Auerbach added, "Adding credibility with brand integration is critical with the digital and multi-media savvy youth and young-adult consumer." Mr. Auerbach will be joined by Shawn Piller, the executive producer and co-creator of USA Network's The Dead Zone, executive producer of ABC Family's Wildfire series, and executive producer of ABC Family's current hit series, Greek.

www.brand-inentertainment.com
www.youthmarketingmegaevent.com

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