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### **IMAGES USA Scores Three New Accounts In Third Quarter!**

Atlanta, GA – August 20 – IMAGES USA, the largest multi-cultural marketing agency in the Southeast, has been awarded the Bingenow.com account. Bingenow.com is an interactive website designed to provide African American students and the Hip Hop community a rewarding experience for video sharing and social networking. IMAGES will help re-launch the Bingenow.com website, galvanize HBCU students through on campus activations as well as execute marketing strategies for the brand.

“We are excited that Bingenow.com has chosen IMAGES to assist them with the next phase of this aggressive marketing campaign”, said Bob McNeil, president and CEO of IMAGES USA. “We are confident that our interactive multiplatform campaign will elevate the Bingenow.com brand and maximize traffic visiting the site”.

According to George Simmons, president and CEO of Binge there are several reasons why Binge, LLC choose Images USA as its marketing agency. “IMAGES USA has a strategic vision for growth opportunities in successfully marketing businesses that are strictly internet based,” said Simmons. “Additionally, Binge is impressed with the leadership of Bob McNeil and his team and their demonstrated support of our vision and in understanding the gap in the marketplace that the Bingenow.com video sharing with social networking website is addressing.”

The mission of Bingenow.com is to culturally empower students and the hip hop generation to keep them engaged for social, political, educational, business and entertaining purposes. It also affords them the opportunity to upload photos, videos, event announcements and to basically expand their personal social networks.

IMAGES also acquired Kaiser-Permanente and Synergis Education as new clients this quarter. The agency is working on advertising, market research and public relations campaigns for these two new partners.

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989 by Robert (Bob) McNeil, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic, Asian and LGBT consumers. The agency’s client roster includes, AARP, Amtrak, KFC, Nickelodeon, and Scientific Games. The agency currently ranks No. 4 on Advertising Age’s list of Top African American advertising agencies, No. 3 on Black Enterprise Magazine’s List of Top African American advertising agencies, No. 20 on Top Hispanic advertising agencies, and has won over 100 creative honors. For more information on IMAGES USA, including award-winning work and opportunities, visit [www.imagesusa.net](http://www.imagesusa.net) or follow our blog on [www.multiculturalmarketing.com](http://www.multiculturalmarketing.com).