

Noted Marketing Expert Warren Kornblum To Keynote At RAB2005

New York, New York – January 12, 2005 -- Marketing wizard Warren Kornblum will deliver the Friday luncheon keynote during RAB2005, the world's largest conference devoted exclusively to Radio sales, marketing, and management, presented at the Hyatt Regency in Atlanta, February 10 to 13 by the Radio Advertising Bureau (RAB). The Friday luncheon will also honor the RAB Board of Directors, and is presented under the sponsorship of the Katz Media Group, the largest media representation firm in the United States.

With over 20 years of marketing experience, including several years as Chief Marketing Officer for Toys "R" Us, Kornblum is Chairman and Chief Executive Officer of Shadow Entertainment Group, an organization he founded to further utilize his branded entertainment knowledge and experience. He is a sought-after speaker whose keynotes on branding, emotional marketing, and change in the competitive marketplace have received rave reviews.

Kornblum led the marketing and creative endeavors for all divisions of Toys "R" Us on a global basis, and was responsible for an estimated \$400 million global marketing budget including brand management, strategic alliances, and partnerships for over 1,600 stores around the world. He also served on the Toys "R" Us Executive Committee for over five years.

Kornblum has first-hand experience in dealing with change and managing a world-class brand, and provides unique insights into how all facets of an organization must take ownership of their brand and utilize it to their personal and collective advantage.

"Warren's insights on emotional branding, and the importance of connecting with the consumer are powerful," observed Gary Fries, President and Chief Executive Officer of RAB. "Warren wowed the crowd at the recent RAB Board of Directors' Meeting, and his comments will be among the high points of an outstanding RAB conference."

The Radio Advertising Bureau (RAB) is the sales and marketing arm of the Radio industry with nearly 7,000 members including close to 6,000 stations in the U.S., and over 1,000 associate members in networks, representative firms, sales, and international organizations.

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