

## Immedia Group PLC appoint Justin Lello as Channel Development Director

Wednesday 5 February, 2014

Digital media pioneer to lead strategic drive into mobile sector.

Immedia Group PLC, Europe's leading creator and provider of bespoke broadcast media channels for the retail and banking sectors, has announced the appointment of Justin Lello, as Channel Development Director.

As well as expanding the company's dominant position in the provision of tailored in-store broadcast media to leading high street vendors, Justin has been appointed to drive Immedia's strategy to deliver branded personalised, interactive content via mobile devices.

Bruno Brookes, CEO of Immedia Group plc commented; "Justin's appointment is a significant step in the company's ability to deliver our unique broadcast content model across all platforms. Justin's experience will enable us to create major brand partnerships in both existing and the mobile media sectors."

Justin said, "It's refreshing to engage with a company like Immedia. Bruno's well known and hugely respected experience in broadcast media notwithstanding, it was the company's ability to create truly immersive, engaging content that confirmed my desire to join."

Justin has 20 years' experience in the digital media sector with companies such as Capital FM Group, MTV, Millennial Media and Enrich Mobile and in the last three years Justin has created successful campaigns for clients such as Samsung and Rovio.

- ENDS -

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