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### Press Release

Source: Media Mayhem Corporation

# Media Mayhem Inks Exclusive Advertising Agreement with Pop Culture Junkie Giant Mentalfloss.com

Tuesday October 21, 4:50 pm ET

LOS ANGELES--(BUSINESS WIRE)--Media Mayhem Corporation (MMC) announces Wednesday the signing of an agreement between the company and the world's most wildly popular pop culture fixture in print and the Internet, Mentalfloss.com. The agreement puts MMC into the exclusive position of being the sole representation for advertising for the pop junkie site effective immediately.

Mentalfloss.com has become home to those who require not only fascinating facts to fill their brains with, but also a place where ideas are exchanged on the web site's various blogs, written by the likes of David K. Israel (NY/L.A. Times); Managing Editor and Clio Award winner Jason English; Allison Keene (Creative Loafing Magazine); Ransom Riggs; Miss Cellania; Research Editor Sandy Wood; Andrea Fernandes; Terri Dann; Stacy Conradt; Jenn Thompson and dozens of others.

"Media Mayhem is thrilled to be aligned with Mentalfloss.com," says MMC Vice President Eric Willis. "This is a site that reaches out to hundreds of thousands of readers on a daily basis that have a thirst for a one stop shop that quenches their brain with wit, humor, sarcasm, knowledge and history, all wrapped up nicely in one big ball of kinetic chaos. MMC will be doing its best to expose one of the best kept secrets on the net to our advertisers and look forward to having a long and lucrative relationship with them."

Mental\_Floss also plays host to the "Amazing Fact Generator," a data bank filled with thousands of facts that are submitted via staff and readers that are given the opportunity to rate the fact's worthiness. There is also a "Quizzes" section which features a variety of hilarious quiz topics, such as the popular "60's Band or 70's Group?," "Actual Skymall Product or Rejected Invention Patent," "The George Costanza Candy Identification Quiz," "The Secret Service Codename Quiz," and dozens of others.

Trivia buffs are given various opportunities to impress friends and co-workers with a variety of different choices from "The Ultimate Brain Challenge" to "What's The Difference?" and the popular "Cocktail Party Cheat Sheets" challenge.

"Media Mayhem has a proven track record of producing exceptional results for their clients, and we are honored to be associated with a company that puts their clients before their egos," says Mental\_Floss President William Pearson. "We have full confidence in their ability to provide the best results by bringing top shelf advertising opportunities to both our web site and our print publication."

### About Mentalfloss.com

Mental\_Floss magazine is an intelligent read, but not too intelligent. We're the sort of intelligent that you hang out with for a while, enjoy our company, laugh a little, smile a lot and then we part ways. Great times. And you only realize how much you learned from us after a little while. Like a couple days later when you impress your friends with all these intriguing facts and things you picked up from us, and they ask you how you know so much, and you think back on that great afternoon you spent with us and you smile.

And then you lie and say you read a lot.

## About Media Mayhem Corporation

Media Mayhem's slogan of "fusing experience, strategy, technology and drive" describes a full-service advertising representation firm. Services include online and offline marketing and event sponsorships. The firm specializes in building lifestyle-based advertising solutions for clients and engaging consumer audiences through branded film, music, art, fashion, sports, technology, entertainment and lifestyle experiences, across niche vertical markets.

Since its inception in 2006, Media Mayhem has created hundreds of successful campaigns as well as merged with Grace Advertising, which has hosted dozens of exclusive parties and red carpet events in France, Italy, Canada and cities across the United States including Los Angeles, New York, Miami and Chicago.

More information is available at <http://www.mediamayhem.com>.

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Source: Media Mayhem Corporation

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