



**Press Release Contact Information:**

Daniel Durazo  
RightMinds  
Director  
1500 E. Main Street  
Richmond, VA  
USA, 23219  
Voice: 8049151351  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**Robinson Radio Launches National Direct Response Network**

*RRN Offers Quality Programming to Listeners, Stations and Advertisers*

**/24-7PressRelease/** - RICHMOND, VA, July 25, 2008 - Robinson Radio, Inc., a full service advertising agency specializing in Direct Response Radio, has launched Robinson Radio Networks (RRN), LLC, the first full service, end to end advertising firm solely dedicated to developing, producing and placing long-form radio programming. Typically thought of as 30 or 60-minute audio infomercials, RRN re-defines the long-form radio format by creating radio programming for any duration an advertiser needs to tell their story - whether it is a 10, 30, 60-minute program, or something in between.

RRN reaches a potential audience of more than 12 million listeners each week. Programming is expected to reach 20 - 60 million weekly listeners by the beginning of 2009.

RRN programs offer a seamless combination of talk, entertainment, product integration, and direct response advertising. RRN caters to national advertisers who are cautious of advertising with traditional "infomercials," but want to expand their branding beyond the limits of 60-second radio spots. Programming on RRN is recognized as being educational and entertaining for the listener, profitable for the radio station and cost effective for the advertiser.

Robinson Radio, Inc. President and CEO Buck Robinson says the Network combines the power of long-form direct response advertising with the flexibility and efficiency of radio. "We're pleased to be able to provide quality long-form radio programming that works for both the stations airing the shows and for the advertisers buying the time," said Robinson. "These shows will be hosted by nationally recognized personalities and will lend instant credibility to an advertiser's product or service."

Robinson Radio, Inc. also announced the appointment of Phil Armas as President of Robinson Radio Networks, LLC. Armas joins RRN from Capital One Financial Corp. where he held numerous leadership positions in marketing strategy, operations and new business development during his nine-year tenure. He is a graduate of the United States Naval Academy and serves as the Commanding Officer of a Naval Air Force Reserve Supply Unit.

Armas says he fully expects RRN to grow rapidly. "Today, Robinson Radio Networks has nearly 100 affiliates across the United States. Within two years we expect to have more than 1,000 affiliates and tens of millions of well-targeted consumers," said Armas. "By the first quarter of 2009, the Network will also have more than six hours of programming available during prime radio dayparts. This programming will provide our advertising clients with premier access to radio stations and markets at substantially lower costs than traditional advertising agencies can obtain."

Robinson Radio currently spends more than \$20 million annually on flexible, scalable and measurable DRR campaigns and thus enjoys significant buying power within the industry. For more information, log on to <http://www.robinsonradio.com>