



Digital Media Sales Could See \$5 Billion Spike, According to Founder of Leading Digital Media Entertainment Company at Red Herring North America 100 Conference

Chicago, IL, May 02, 2008 --(PR.com)-- Global Media Company unites the world's best high technology innovators at prestigious Awards Ceremony.

Justin Jarvinen, the Founder and CEO of VerveLife, a leading developer of branded digital entertainment promotions, believes sales of [digital media](#) such as music, games, and movies, will see a significant spike as global brands continue to recognize its increased value over more traditional promotional tactics. The size of the promotional marketing industry is estimated at \$500 billion per year.

Mr. Jarvinen, named one of the “40 Most Influential Entrepreneurs in America Under 40” by American Venture Magazine, will present his thoughts on the subject at the Red Herring North America 100 conference May 14, 2008 at the Fairmont Hotel in San Jose, California. This is Justin's second invitation to speak at the prestigious event.

Red Herring is a global media company that unites the world's best high technology innovators. The 100 winning companies will be announced at the 11th annual event and leading entrepreneurs, financiers, and corporate strategists will enjoy 2 days of presentations featuring keynote addresses from legendary VC investors and CEO's of leading internet, information, and communications companies.

Justin is a sought-after speaker on matters of digital media and innovation, recently providing his thoughts on the future of the music business to an invite-only group of music industry executives at MIDEM, the global music conference held each year in Cannes, France.

About VerveLife

VerveLife, a leading digital marketer, delivers end-to-end promotional experience design and execution services to global brands, allowing them to instantly “Engage & Reward” their customers with the hottest digital media on the planet, including music, games, and movies - all via custom, high impact web and mobile experiences. VerveLife is regarded by a growing list of brands and their agencies as the thought leader in the space, and is poised to be a primary driver of the conversion from traditional promotions and premiums to digital, a multi-billion dollar opportunity.

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