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Keono Promotes Seasoned Internet Advertising Execs Jesse Lo Ré to COO, Terri Trama to VP Client Strategy

Moves Follow Company's Inclusion Among '50 Best Places to Work'

Elmhurst, IL (June 22, 2016) – Keono, a rapidly growing and industry-leading digital media advertising agency, has bolstered its leadership ranks with the promotion of Jesse Lo Ré as chief operating officer and Terri Trama to vice president client strategy.

Lo Ré is a veteran internet advertising executive with digital strategy expertise spanning search, social, display and email marketing. Trama, the former director of digital strategy and development at Keono, has served in a variety of business development roles within the industry.

“These moves position Keono to continue to accelerate company growth, market presence and customer satisfaction,” said Michael Medema, founder and CEO of Keono. “Jesse and Terri bring the right mix of technical know-how and business acumen to our executive team. Each has a proven track record of delivering successful growth strategies for businesses.”

During a career that spans more than 20 years, Lo Ré has led the rapid expansion of several digital advertising agencies, most recently at Ads Direct Media, where he served as COO and senior vice president of business development. He has provided the direction and traffic strategy for several market-leading campaigns across numerous international markets and diverse industry verticals.

“I’m confident Jesse will continue to build on our success as a leader in digital marketing” Medema said. “With his strong technical and operational abilities, Jesse will take Keono to the next level.”

Trama, who has more than 15 years’ experience as a marketing director, has an exceptional track record in providing outstanding strategic guidance to brand advertisers — helping them increase their customer acquisition rates and improve their new revenue opportunities. With her focus on providing excellent client relations, Trama’s efforts have led to strong customer relationships and retention rates.

“Terri’s strong commitment to building client relationships throughout her career has set an example for our company.” Medema said. “She is dedicated to our clients and provides them exceptional customer service.”



Keono produces high-performance email marketing campaigns based on an extensive database repository of demographic and lifestyle information. Thanks to the company's reputation for delivering verified, tested and trustworthy data, Keono counts as its clients some of the world's leading brands in industries including automotive, health and fitness, and travel and tourism.

In 2016, the company was named among "The 50 Best Places to Work" by *Inc. Magazine*. Keono also recently announced its partnership with LashBack, a leading provider of email compliance and intelligence services, to ensure email conformity and safeguard the reputation of its brand advertisers.

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About Keono

Keono is a digital media advertising agency specializing in delivering new customers to the world's best-known brands. A well-respected and socially conscious company, Keono features one of the most experienced leadership teams within the industry. Through strategic vision, innovative digital services and world-class technology, Keono produces high-performance email marketing campaigns. The key to the company's success is the integrity and comprehensive detail of its geographic, demographic and behavioral data points. A true innovator, Keono delivers results through digital marketing channels. For more information, visit www.keono.com.

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