



**FOR IMMEDIATE RELEASE**

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**BREAKING NEWS:  
TOP AUTO MARKETING & MEDIA FIRMS  
ANNOUNCE STRATEGIC ALLIANCE**

*Alliance of equals between Brentwood Communications International (BCII), Kahn Media and FM3 Performance Marketing will offer brands new opportunities for best-in-class promotion, marketing and content generation.*

**Los Angeles, Calif.** (Jan, 2012) – Three of the automotive industry’s most dynamic marketing and media firms have announced a new agreement that will create never-before-seen synergies for aftermarket and performance brands. Television and content producers Brentwood Communications International (BCII), PR and social media agency Kahn Media and event marketing firm FM3 Performance Marketing will provide brands with access to best-in-class original content generation, promotion and event management.

“BCII is at its core a group of storytellers,” said BCII president Greg Glass. “For years we have been telling the dramatic stories of the automotive industry through our television shows and through our branded entertainment projects. Working with Kahn Media and FM3 Performance Marketing will help us to expand our storytelling through unique client relationships, web and social media-based distribution and experiential marketing, allowing us to take client-driven branded entertainment to a whole new level.”

While not a partnership, this alliance will allow the three companies to combine forces, when applicable, to create opportunities for automotive brands once limited to major global enterprises. This includes high-production value video ranging from product spotlights to network television shows, promoting videos into multimillion view viral sensations, comprehensive media coverage and custom tailored event and mobile marketing programs.

“After working closely with FM3 and BCII on a variety of projects over the years, it became clear that they bring the same level of passion, precision and quality to event marketing and video production that we bring to PR and Social Media,” said Kahn Media president Dan Kahn. “I believe this relationship will allow current and future clients access to a wide menu of ways to expand business and increase market share, and that is always our ultimate goal.”

Over the past three years, social media marketing, product-focused video production and direct-to-consumer event marketing have become increasingly important in the auto aftermarket. Like any free market economy, this has increased the number of small, fly-by night operations. The goal of the BCII – KM – FM3 alliance is to provide companies increased value and effectiveness by working together to create cohesive media/marketing campaigns that offer industry-leading quality, value, and overall brand promotion others simply are not capable of achieving.

“It’s more than just providing services - it’s about delivering value, credibility, and bringing a brand to life” said Jimi Day, President of FM3 Performance Marketing. “We are thrilled with the opportunity to share our interactive and experiential marketing expertise and work directly with BCII and Kahn Media to create dynamic marketing solutions. The wide array of services and industry credibility created by the alliance of these three companies will add significant value across the board for each client portfolio.”

**About BCII:**

*Brentwood Communications International Inc. (BCII) was started in 1997 as an international entertainment company located in North Hills, CA. What started as a one-man company has grown into a lucrative corporation, producing over 500 television programs during its fifteen-year history. In recent years, BCII has generated a string of hit prime-time cable series including Rides and Overhaulin' (TLC), Payback, Forza Motorsports Showdown, Livin' The Low Life, Hot Import Nights, Hot Rod TV and Car Crazy (SPEED), Get Out Way Out (HGTV), Living With Ed (Planet Green), Celebrity Rides and Garage Mahal (DIY). New productions for 2012 include American Trucker (SPEED), , Inside West Coast Customs (Velocity), Shark Fights and Punk Payback (Fuel TV), Turbine Cowboys (Weather Channel), Extreme RVs (Travel Channel), The Antonio Treatment and Hollywood for Sale (HGTV). ). Branded Entertainment clients have included Optima Batteries, Ford Motor Company, Meguiars Polishes and Waxes, Microsoft, Source Interlink, BF Goodrich, Royal Purple, Timberland, Magnaflow and The Home Depot. Contact BCII TV at (818) 487-5666 or go to [www.BCIITV.com](http://www.BCIITV.com)*

**About FM3:**

*FM3 Performance Marketing is a full-service event marketing and sponsorship management firm specializing in high performance motorsports and automotive aftermarket turnkey solutions. FM3 develops high performance special events and mobile marketing solutions that bring your brand to life and immerse spectators, fans and participants into an interactive brand experience like no other. From brand representation on the midway to creating a unique branded event, FM3 brings a keen understanding of the industry to build bold, unique and valuable solutions tailored to your company's needs and goals. FM3's client portfolio includes Holley Performance Products, Lingenfelter Performance Engineering, Spectre Performance, Red Line Oil, OPTIMA Batteries, Source Interlink Media, TS Performance Products and others. Contact FM3 Performance Marketing at (855) 346-1369 or go to [www.FM3Marketing.com](http://www.FM3Marketing.com)*

**About Kahn Media:**

*Kahn Media is based in Reseda, California and specializes in all things driven. With a deep understanding of the traditional media industry and the new media landscape, Kahn Media builds hybrid media campaigns that merge traditional PR campaigns with social media marketing programs that simultaneously increase brand awareness, improve sales and drive search engine optimization. Kahn Media clients include HRE Wheels, Hotchkis Suspension, B&M Racing, Hurst Shifters, Flowmaster Exhaust, Spectre Performance, Red Line Oil, Replay XD Cameras, Venchurs Inc., XPLORE Vehicles and more. Contact Kahn Media at (818) 881-5246 or go to [www.KahnMedia.com](http://www.KahnMedia.com)*

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