

# Theresa Fletcher joins Argo Digital Solutions as Chief Revenue Officer



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FORT LAUDERDALE, FLA (July 23, 2009) – Argo Digital Solutions (Argo) announced today that it has appointed Theresa Fletcher as the company’s Chief Revenue Officer. Fletcher was selected for this position based on her notable track record of success in high-level business strategy, driving sales, market share and bottom line profitability for Fortune 100 media companies.

In her previous position as Area Vice President/General Manager of Comcast Spotlight, Fletcher was responsible for market consolidation and reorganization within the 17th largest DMA in the country and, in turn, increased the company’s revenue over 500% to \$150 million. Prior to Comcast, Fletcher’s career included key executive positions within Continental Cablevision, Media One and AT&T where she was largely responsible for turnaround management following the company’s mergers and acquisitions, cross-functional collaboration, profit and loss management, business reengineering, strategic planning and competitor analysis - all leading to accelerated growth and profitability.

Fletcher was tapped by Argo for her vast array of experience in developing sales strategies that compliment multi-platform initiatives such as online, television, videos on demand, addressable advertising and Hispanic advertising. She has earned a stellar reputation for taking challenging opportunities and fragmentation and turning them

into highly profitable enterprises with integrity. The appointment of Fletcher to this position marks another jewel in Argo's management crown as the company has strategically expanded its executive team to include an impressive list of technology, financial, media and marketing leaders.

In her new position, Fletcher's first area of focus is to further accelerate the current momentum and success of rVue, the company's addressable advertising exchange for digital out-of-home (DOOH). Launched in its latest generation a few months ago, rVue has been enrolling networks almost daily. Originally developed and utilized by Argo's team of engineers to manage and distribute high quality content within large and complex networks under the company's control, today's rVue is built for with the DOOH and advertising industries in mind. It connects fragmented networks and advertisers, simplifies media planning and makes the distribution of high quality content distribution easy and powerful. Unlike media aggregators, Argo's rVue model provides a 'pay-per-click' approach, reminiscent of Google and eBay, which empowers DOOH networks and advertising agencies to take greater control and be rewarded. Through rVue, advertisers can complete a media buy, deliver high quality content and obtain results easily, while adding one of the fastest growing new medias to their media toolbox.

**About Argo Digital Solutions:**  
Argo's innovative digital media technologies connect advertisers to consumers around the world. As a web-based media company, Argo continuously focuses on providing the tools to deliver rich media, DOOH and mobile technology solutions. Founded in 1995 by Jason M. Kates, Argo's global headquarters is in Fort Lauderdale, Fla. For more information, visit [www.argodigitalsolutions.com](http://www.argodigitalsolutions.com).

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