

FOR IMMEDIATE RELEASE

## **Reloaded Advertising adds Console Integration to list of In-Game Advertising Services**

**Reloaded now offers advertising within the Xbox 360 and PlayStation 3 consoles.**

**Vancouver, BC – October 3, 2012:** Reloaded Advertising, a leading in-game advertising company, announced today the addition of [console integration](#) to their current list of in-game advertising services. Reloaded will work with advertisers on delivering ads within console gaming platforms, such as the Xbox 360 and PlayStation 3.

Although not technically an in-game advertising channel, console integration provides an equally engaging way of reaching the video game playing demographic.

Console integrated ads take the form of square tiles within the console dashboards. These tiles can then be clicked-on and activated to take users to micro-sites or custom virtual environments. These micro-sites can easily utilize company's promotional assets, such as videos or creatives.

"Console Integration is such a fantastic and exciting service we've added to our company", says Jordan L. Howard, the 22 year old Founder and President. "The ads can be geo-targeted, age-targeted, day-parted...the possibilities are truly endless with these powerful, 7<sup>th</sup> generation consoles".

### **About Reloaded Advertising**

Reloaded is a leading [in-game advertising company](#), specializing in managing and facilitating complex campaigns geared towards the highly elusive, yet captive video game playing demographic. Reloaded offers a variety of in-game advertising services, including dynamic in-game advertising, static in-game advertising, advergames, and most recently console integration.

For more information about Reloaded Advertising, please visit:

<http://www.reloadedadvertising.com>

### **Media Contact**

Dave U.

(714) 408-7897

dave@cybersportssolutions.com