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NEWS RELEASE

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The Connex List Awards Its 2005 Branding And Marketing Assignment to OceanGroup

HipHop Media, Recording and Entertainment Group Plans Aggressive Expansion

New York, March 1, 2005 – OceanGroup, a creative intelligence consultancy that helps companies transform their brands, has been selected by HipHop entrepreneurs, The Wonder TwinZ to envision, execute and manage their branding, marketing and business development programs. The program, which will focus on brand optimization and demand generation programs, including marketing and sales consulting, brand architecture, advertising, direct response and promotion, will begin next week.

“The Connex List has been embraced by the HipHop community and has been dubbed ‘The HipHop Bible’,” stated The Wonder TwinZ. “The publication is a unique force in HipHop, offering independent artists valuable resources, knowledge and connections. The Connex List also provides advertisers with a great way to reach a very influential audience. The HipHop community needed a unique strategic and creative resource that is both leading edge and able to open up doors for us.” “This company and its founders have an amazing amount of upside potential,” added John Short, CEO of OceanGroup. “We are going to help The Wonder TwinZ take their existing level of talent and success and apply strategic business and marketing principles to take The Connex List to the next level.”

About OceanGroup

Established in 2001, OceanGroup is a fusion of strategic and creative talent from some of the most successful marketing, branding and consulting organizations worldwide, who have joined together to present a new, more effective model for creating breakthrough marketing and communication programs to reach today’s business and consumer audiences. In addition to envisioning creative intelligence platforms for clients large and small, OceanGroup focuses on disciplines such as brand portfolio management, marketing strategy development, program execution (advertising, collateral/POS programs, demand generation, etc.), and business transformation. OceanGroup is located in Manhattan, with affiliates throughout the U.S. and Europe.

About The Wonder TwinZ

In the early ‘90’s, The Wonder TwinZ began their musical career, DJing at hundreds of universities across the country. The Wonder TwinZ have toured throughout the US and Europe, leaving their mark on the HipHop scene by performing at numerous clubs and radio stations. The Wonder TwinZ, who are real life brothers, also participate on radio seminar panels for major music conferences. Since the summer of 2002, The Wonder TwinZ have hosted their radio program, “The Wonder TwinZ Show”, on Sirius Satellite Radio. The show broadcasts digitally throughout the US, Saturday & Sunday (10am-8pm EST) on Channel 40 (HipHop Nation) and Channel 42 (Wax). The Wonder TwinZ Show is also simulcast on the web at www.sirius.com. They also publish and produce the only legitimate business-to-business HipHop industry profile, resource and directory entity, *The Connex List*. This resource is read by over 250,000 industry insiders and influencers, and available in both print form and on The Wonder TwinZ official web site, www.WonderTwinZ.com.