



YANGAROO EXPANDS DIRECT RESPONSE BUSINESS WITH LIFE ALERT

TORONTO, ONTARIO, CANADA, October 15, 2014 /EINPresswire.com/ -- TORONTO, CANADA October 15, 2014 – YANGAROO Inc. (TSX-V: YOO, OTC: YOOIF), the industry's leading secure digital media management company, announces Life Alert as the newest customer to utilize the company's expanded direct response advertising distribution and production services. Life Alert is a leading Personal Emergency Response and Home Medical Alert System company that saves lives from catastrophic outcomes, using a unique technology to provide superior home audio monitoring protection.

YANGAROO's DMDS is a patented and secure platform that manages and distributes high quality commercial content. Direct response customers, such as Life Alert, are not only using YANGAROO for content delivery, but for production services as well, which include tagging, versioning, and encoding. In the most recent content sent from Life Alert, YANGAROO applied versioning for hundreds of pieces of their content, applied necessary formatting, ran quality control checks, and delivered the content to its appropriate destinations quickly and efficiently. YANGAROO has a dedicated team that manages direct response advertising services to provide customers with an effective workflow including fast turnaround and responsive customer service.

YANGAROO has added over 25 new direct response advertising customers this year-to-date currently generating over 25% of total advertising division revenue.

"We recognized a void in the market when it came to direct response advertising services and have added to our team key staff who are solely focused on, and have the expertise specific to, direct response advertising," said Gary Moss, President and CEO, YANGAROO, Inc. "Filling this void has sparked new growth in our advertising business and we look forward to further growth in this market."

"I find YANGAROO to be very easy to work with. Their staff are very responsive to produce quick turn-around times that are vital to meeting our deadlines," stated Olga Vlasova, Vice President of Marketing for Life Alert. "Moreover, they provide a simple and reasonable cost structure along with a good pool of talent for voice over acting to choose from."

YANGAROO has over 15,000 radio and television broadcast destinations on line, and the footprint continues to grow. For more information about YANGAROO's direct response advertising services contact adinquiries@yangaroo.com.

For more information, visit www.yangaroo.com.

About Life Alert

Life Alert, founded in 1987, is a Personal Emergency Response and Home Medical Alert System company that saves lives from catastrophic outcomes, using a unique technology to provide superior

home audio monitoring protection. Life Alert provides its service to members nationwide. The company employs over 600 people, all in the United States. The company's service solves a major home security issue. Life Alert's protection helps people to live at home with independence and comfort, living their lives the way they want to, with a feeling of safety and peace of mind.

About YANGAROO, Inc.

YANGAROO is a company dedicated to digital media management. YANGAROO's patented Digital Media Distribution System (DMDS) is a leading secure B2B digital cloud based solution focused on the music and advertising industries. The DMDS solution provides more accountable, effective, and far less costly digital management of broadcast quality media via the Internet. It replaces the physical, satellite and closed network distribution and management of audio and video content, for music, music videos, and advertising to television, radio, media, retailers, and other authorized recipients. The YANGAROO Awards platform is now the industry standard and powers most of North America's major awards shows.

YANGAROO has offices in Toronto, New York, and Los Angeles. YANGAROO trades on the TSX Venture Exchange (TSX-V) under the symbol YOO and in the U.S. under OTCBB: YOOIF.

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