

# Webfolio Management Buys Multimedia Syndicator New World Podcasting

*Webfolio Management Inc. adds multimedia platform, New World Podcasting, to its suite of B2B service offerings.*

RENO, NV, USA, June 15, 2015 /EINPresswire.com/ -- Private equity firm Webfolio Management Inc. (<http://webfoliomanagement.com>) announced that it has acquired New World Podcasting (<http://newworldpodcasting.com>) for an undisclosed sum. The cash plus equity deal improves Webfolio Management's ability to distribute [multimedia content](#) such as podcasts and video [marketing](#) messages, especially for its business-to-business (B2B) clients.

Webfolio founder and CEO, Kevin Petersen, stated, "Companies are increasingly turning to video and streaming audio content to enhance their online marketing, PR and webinar activity. This acquisition adds turnkey audio-video production services that we can offer to our advertising and marketing clients," adding "this just fits into our growing B2B suite."

New World Podcasting founder, Chadd Rosenberg commented, "Kevin and I have known each other nearly 10 years now since we co-launched an artist development company, Noisy Planet. I'm excited about turning over day-to-day operations to Webfolio so I can get back to my musical roots."

According to Petersen, Webfolio's existing staff of marketing writers, bloggers, and audio-video editors will be allocating time to support the increased production demands brought on by the New World Podcasting acquisition. The team currently supports other Webfolio brands such as Online PR Media (<http://onlineprnews.com>), Blogsvertise (<http://blogsvertise.com>) and the media arm of Noisy Planet (<http://noisyplanet.net>).

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About Webfolio Management: Webfolio Management is a 2-year old private equity firm that invests in [web based businesses](#), software and apps. Other properties include Blogsvertise.com, TutorialLounge.com, and NewWorldPodcasting.com. Webfolio Training Center helps entrepreneurs to grow their web based businesses.

About New World Podcasting: New World Podcasting is a multimedia production, editing, and distribution studio dedicated to helping companies publish their multimedia content especially for marketing and advertising purposes. The 10-year old company operates out of its studios in Reno, NV and Santa Barbara, CA.



Press release courtesy of Online PR Media: <http://bit.ly/1IYzCPN>

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This press release can be viewed online at: <http://www.einpresswire.com>

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