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IMPETUS CAPITAL ANNOUNCES INVESTMENT IN AUDIENCE ENTERTAINMENT

Impetus Capital continues to validate the value and opportunities within the small to middle market sector.

NEW YORK, May 11, 2011 – **Impetus Capital** announced today the investment in **Audience Entertainment**. Headquartered in New York, New York, Audience Entertainment has developed a proprietary interactive platform which provides innovative marketing and advertising experiences. Co-owned by industry leader YDreams, the Company employs pioneering digital technology which enables audience participation in “Kinect” games sponsored by major advertisers in a mass consumer setting.

“Advancements in digital technology combined with transformational shifts in media and entertainment is providing considerable opportunities for companies such as Audience Entertainment” says Founder and President of Impetus Capital, Patrick Persons. “Audience Entertainment is a wonderful example of a small business that is poised for significant growth and yet typically outside the peripheral vision of the conventional institutional investor – their loss is certainly our gain”.

“We are excited about our partnership with Impetus Capital” states Barry Grieff, Founder and CEO of Audience Entertainment. “We have built strategic relationships around the world and Audience Entertainment expects continued success as we provide viable solutions in the rapidly converging worlds of technology, media and entertainment and the “consumer experience”. In addition, it is invaluable to have an experienced advocate in Impetus Capital who appreciates the opportunities and challenges of the small to middle market company”.

Impetus Capital is transforming small business. Organizations seeking advisory and capital services– as well as investors looking for access to sound investment opportunities – are encouraged to visit www.impetuscapital.com or contact the firm directly.

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