



Prospect Media welcomes Sheri Rogers as new EVP Managing Director

PMG, the premier data-driven omni-channel media agency, is adding a well-known industry expert to complement its products and services leadership, continuing to provide the best return on investment for clients.

(Toronto, ON. January 8, 2024) Prospect Media Group (PMG), a division of Ciscom Corp. (CSE: CISC | OTCQB: CISCF), today announced the hiring of Sheri Rogers as EVP Managing Director, effective February 5th, 2024.

"Sheri is one of our industry's most accomplished leaders, bringing a dynamic approach that will elevate and transform PMG's unique data-driven media offerings," said PMG President Dave Mathews. "At Prospect Media, we equip our clients with consumer data and insights to give them a competitive advantage. Sheri will enable our agency to quickly identify, adapt and respond to the challenges of a rapidly changing consumer, retail, and media landscape, with her mandate to unlock growth for our clients."

Sheri most recently spent three years as EVP Business Solutions at Horizon Media. She brings extensive executive experience leading major agencies and client portfolios, holding senior-level executive roles at Horizon Media, Dentsu Media/DentsuBos and Cossette. As an entrepreneur-minded, hands-on executive, Sheri has developed and guided strategies for expanding integrated omni-channel strategy services for national retailers.

Sheri will focus on refining the agency's operations and services, overseeing existing client relationships and new growth opportunities. She will also continue to expand services for clients onboarded following the merger of Market Focus Direct and Prospect Media.

"I'm extremely thrilled to be joining the PMG team. The opportunity to build on the successes and market leadership PMG has established over 25 years is very exciting," said Rogers. "My priority will be ensuring every client has access to the talent, tools, technology and investment strategies to lead and grow in their respective categories. We are committed to delivering new ideas, solutions and services to drive this growth for our clients, people and agency."

About Prospect Media Group:

PMG is a retail focused, data-driven, integrated media agency. PMG services a broad range of major retail clients across Canada, including consumer data & analytics, media planning and buying for advertisers across Canada, with leading expertise in the optimization and integration of traditional and digital media channels. Using its proprietary IP, PMG leverages its 25-year expertise in analyzing consumer and market data, to provide clients with vital insights and information used to build integrated media strategy and enhance marketing spend effectiveness. For more information, visit www.prospectmedia.com

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