

PRESS RELEASE

ANNOUNCEMENT: ATTACK! CO-FOUNDER AND CXO ANDREW LOOS HAS BEEN ADDED TO THE ADVISORY BOARD OF THE EXPERIENTIAL MARKETING FORUM (EMF).

Brands no longer want eyeballs, they want the customer's heart. The advertising game is no longer about advertising because both consumer and client want a new experience. It's a reciprocal adventure Andrew Loos and Attack! have been helping create for the past 11 years.

What Loos hasn't gotten from work experience he has absorbed through life, and has harnessed both into some of the most successful, unique initiatives of the 21st century. It's Andrew's personality that never settles for average, or even good enough. When existing software would not fulfill their client's needs, he and his team spent months creating their own. To address field staff-to-brand compatibility issues, he and his team created PeopleTracker®, a microsite and database hybrid suite that geo-targets, then identifies ideal Brand Ambassadors by look, lifestyle, existing brand affinity and hundreds of data collection points.

As a content junkie and an avid documentary filmmaker, Andrew understands people are the stories. His resume only matters on LinkedIn, but his lifelong adventures have benefited his clients because Andrew doesn't see brands from a desk. He sees them from the street, understanding that people want to engage in a face-to-face conversation with, and immerse themselves in the story of a brand. "Andrew wrote our highest-viewed piece in 2011 around the emotional attachments of an experience, 'Heart of the Matter.' He's constantly thinking beyond strategy and putting the consumer first while having their clients get ahead – he's going to be a valuable asset to the EMF advisory board."— Erik Hauser, EMF Founder Board Member.

It is this collection of experience and philosophies that Andrew Loos brings to the EMF Advisory Board as its newest member.

About Experiential Marketing Forum (EMF)

The [EMF](#) has more than 12,500 members from around the globe and is activate across 11 languages. It represents a "think tank" of professionals, students and other stakeholders who seek to share ideas and keep abreast of media and marketing trends. It is affiliated with the International [Experiential Marketing Association](#) a professional organization that advances experiential marketing, providing customers with an opportunity to engage and interact with brands, products, and services and delivering actual customer experiences that drive sales and increase brand image and awareness.

About Attack!

Attack! started in 2001 with a belief that in a world where advertising messages are everywhere, people will always be the best medium to initiate conversation. Eleven years and forty-two employees later, Attack! has used this simple, ever-evolving idea to establish itself as a industry powerhouse in production, management and field staff. Armed with a vast suite of proprietary management and reporting software, they are able

to provide high, consistent standards in development and support back to its clients. With offices in Los Angeles, New York, San Francisco, and Denver, Attack! delivers that rare blend of creativity, production, management, and staffing.