

## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

Media Contact:  
Nicole VanScoten  
Pyxl  
[nicole@imagecom.net](mailto:nicole@imagecom.net)  
865-693-6934

### **Pyxl Launches Voices Heard Media Website**

Knoxville, Tenn. – April 7, 2009 – Knoxville-based marketing services firm, Pyxl (formerly Image Communications), announced today the completion and launch of the new Voices Heard Media website, which was custom built on the Joomla! content management system –all in a 7 day timeframe. The partnership allows Pyxl to assist in promoting Voices Heard Media, Inc. and its patent-pending “fan directed broadcasting” widget.

“We are pleased with the work done by Pyxl. We feel that this site truly reflects who we are as a company and will help us reach our growth goals,” said Will Overstreet, CEO of Voices Heard Media. “The team was a pleasure to work with, and we hope to continue using Pyxl for further marketing initiatives.”

Pyxl’s Joomla! solution allowed Voices Heard Media to purchase a site that was built quickly on a stable content management system. The solution allows site managers from the Voices Heard Media team to update content on the site quickly and easily without having to know or use complicated code. The site also showcases Pyxl’s Adobe Flash capabilities and graphic design skills.

Pyxl is able to leverage the Joomla! solution to build a site in a fraction of the time and cost of custom development, all the while enabling clients to have the power to maintain their own web properties.

#### **About Pyxl, Inc.**

Founded in 2000, Pyxl, Inc. (formerly Image Communications, Inc.) specializes in delivering high-quality online marketing services in the areas of strategy, online branding, campaign management, social media, public relations, graphic design and web development. Pyxl combines business expertise with award-winning creative genius to deliver marketing solutions that produce results. Contact Pyxl at 865-690-5551 or visit [www.thinkpyxl.com](http://www.thinkpyxl.com) for more information.

#### **About Voices Heard Media, Inc.**

Founded in 2007, Voices Heard Media enables consumers to be more engaged in TV, radio and print content by enabling the consumers to connect directly with the personalities and brands they follow. Through a patent-pending application of natural

language processing and search engine technologies, Voices Heard Media has developed a software system that intelligently distills massive numbers of questions, votes or comments from multiple sources (SMS text messaging, email and web) into a small number of representative questions or statements reflecting the public's voice – all in real time. The company's applications are scalable, web and text-based, and are highly available. For more information, visit <http://www.voicesheardmedia.com>.