

ATHLETES WORLD LAUNCHES NEW WEBSITE; FEATURES SOME OF CANADA'S TOP DJs

Toronto & Calgary, Canada, August 28, 2009 - The Junior Jones Group is proud to announce that one of its clients, Athletes World, has launched a brand new website catering to their young and hip demographic of consumers. The website showcases new products available at their stores for both guys and girls, up coming promotions and an all new plug-in page. The plug-in page features a "Style Mixer" where visitors to the site can browse new arrivals and listen to original beats while doing so. Also a very unique and exciting feature of the site is it features profiles of some of Canada's top award winning DJs made possible through Athletes Worlds sponsorship partnership of the Stylus DJ Awards, which was brokered by the Junior Jones Group. The DJs featured include Lissa Monet, Jester, DJ Wrispect, DJ Agile, Plaebai, Miss M, DJ Relik, Jay Swing and Big Drew Atlas. You can view their profiles and download their music by visiting: http://www.athletesworld.ca/aw/plugin/artistprofiles_p1.jsp

"This goes to show that Athletes World definitely knows their customers. They fully understand that today, music is the most effective medium to connect with them." says Junior Jones, Junior Jones Group president. "I appreciate that they looked to the Stylus Group and the connection they have to Canada's best DJs to assist in making the new site a hit. This will certainly strengthen the partnership and heighten their brand exposure to the right people."

To see the complete Athletes World website visit: www.athletesworld.ca

About The Junior Jones Group:

The Junior Jones Group is a premier sponsorship agency providing sales outsourcing and consulting services to organizers of entertainment, sports, fashion, corporate, and cause events within the urban market. The company also partners with major corporations throughout Canada and the U.S. to assist them in selecting urban properties (sponsorship opportunities) that will strengthen their brand awareness and increase the sales of their products and services in this sector.

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