

ChinaOnTV.com Selects Feintuch Communications As First Agency of Record

NEW YORK and DALLAS, Aug. 31 /PRNewswire/ -- ChinaOnTV.com (www.chinaontv.com), the leading online destination for Chinese video content in entertainment, news, travel and more, has hired Feintuch Communications as its agency of record.

ChinaOnTV.com, headquartered in Dallas and with offices in Shanghai, China, is headed up by Yong Shen, CEO and founder. Mr. Shen has dedicated his 20-year career towards business ventures linking his native China to the U.S. market, his adopted homeland.

"ChinaOnTV.com was formed to familiarize the English speaking world with China – from its history to current news events and culture," said Mr. Shen. "But most importantly, our website is about reaching out to the mainstream market and bridging the cultural divide. We want to foster greater understanding, commerce and interaction even faster than through 'official government channels.'"

"China is growing in importance and relevance to U.S. and international consumers as the country continues its rapid growth underscored by its recent ascent into the number two slot for world's largest economy," said Henry Feintuch, president, Feintuch Communications. "ChinaOnTV.com presents an unusual and highly targeted media opportunity for marketers seeking upscale consumers and business people interested in travel, luxury goods and business services. We're going to work closely with ChinaOnTV.com to tell its story and help unlock the company's full value."

The Feintuch Communications ChinaOnTV.com team will be led by Mr. Feintuch and Christa Conte, senior account executive.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies and non-profits to associations and the Fortune 500. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently – everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

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