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New Frontier Welcomes Digital Marketing Lead Justin Mink

Washington – New Frontier, the leading Big Data provider in the cannabis industry, is proud to welcome Justin Mink to the team as its Chief Marketing Officer. Mink is an executive leader and entrepreneur with a background in the fields of emerging media and technology.

“Justin is an integral part of the New Frontier team and is strategic path forward, we are very excited that he has decided to join us. More and more the cannabis industry is redefining itself, with branding being a major component to the success of a company and its ability to sync with its evolving audience. New Frontier needed the right person to help us navigate this ever changing industry and Justin Mink is that person,” said New Frontier CEO and Founder, Giadha DeCarcner.

“I am very excited to be a part of the cannabis industry and to contribute to the work that New Frontier is doing. We are pioneering the space in ways others haven’t even begun to consider; it is a marketer’s dream to be at the forefront of defining an industry,” said Justin Mink, Chief Marketing Officer for New Frontier.

Mink is an original cofounder of Music Audience Exchange, an innovative content marketing platform that pairs brands with musicians based upon quantifiable audience psychographics, promoting both parties via a native music media network. Prior to joining New Frontier, Mink served as Vice President of Strategy at Music Audience Exchange. Before that, he managed teams specializing in multiple industries at ReachLocal, a global digital marketing firm and Google’s largest partner in the world in the SMB space. As a National Director for seven years, Mink was the first ever hire for the National business unit and was a part of a growth story that resulted in ReachLocal being awarded the Deloitte Technology Fast 500 #1 America’s Fastest Growing Company from 2004-2009. While there he developed strategies, led team execution, and supported sales teams across North America. Earlier in his career he spent several years at USATODAY.com as Brand Marketing Lead while also running Mink Events, a promotions company specializing in corporate, club, and charity events in the Washington, D.C. region.

About New Frontier:

New Frontier is the first company to provide objective, sophisticated and comprehensive analytics and reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-



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