



**Press Release
For Immediate Release**

Mass Luminosity Acquires Wheelhouse Marketing and PR

The Dallas Based Technology Company Brings its Marketing Division In-house Via Acquisition

(May 14, 2019, Dallas, TX) – Mass Luminosity, a Dallas based research, technology and experiential company, announces its acquisition of Fort Worth, TX based Wheelhouse Marketing and PR. Wheelhouse’s core disciplines brought to its new parent company include: developing connectivity between brands and unique entertainment properties by creating partnerships that initiate win-win platforms delivered by public relations campaigns, marketing initiatives, sales programs that are fully supported by inventive collaborations, and printing and design.

Wheelhouse will continue to service its current roster of clients in addition to being the internal marketing arm of its parent company Mass Luminosity and its subsidiaries. Managing Partners Julie and Kell Curtis will continue as President and Executive Vice-President for Wheelhouse, respectively.

“Wheelhouse had originally been the agency of record as well as an investor in Mass Luminosity,” states Mass Luminosity CEO Angel Munoz, “and it’s because of this close relationship, along with our growth projections, we felt the time was right to bring their talents in-house.”

The acquisition, that values Wheelhouse at \$2.5 Million and Mass Luminosity at \$50 Million, is subject to final approval by Mass Luminosity's shareholders. Mass Luminosity’s current subsidiary companies include: the social media network GTribe (www.theGTribe.com) and Wheelhouse Marketing and PR. Mass Luminosity and Wheelhouse are currently working on a new project entitled Beacon which will launch in 3rd quarter of 2019.

About Mass Luminosity:

Mass Luminosity is a research, technology and experiential company that integrates brands and people in a unique and powerful way. Its mission statement is the defragmentation and enhancement of the human experience. The company’s

current subsidiaries include: Wheelhouse Marketing and PR, GTribe the leading social media network for technology enthusiasts and video gamers, located at www.theGTribe.com. For more information on Mass Luminosity visit: <http://www.massluminosity.com>.

About WHEELHOUSE MARKETING & PR:

Wheelhouse Marketing & PR, a Mass Luminosity Company, develops connectivity between brands and unique entertainment properties by creating partnerships that initiate win-win platforms. From public relations campaigns that support the story the brand is expressing, to marketing initiatives and sales programs that are fully supported by inventive collaborations, as well as printing and design work, Wheelhouse takes a distinctive and human approach to manifesting a message that speaks to the heart of the consumer.

Company Disciplines Include: Public Relations | Strategic Partnerships | Brand Building | Sponsorship Acquisitions | Consumer Engagement | Campaigns (POS, Interactive, Loyalty Programs) | Digital Engagement | Fully Executed Marketing Concepts (Origin to Completion) | Sponsorship Evaluation | Cause Marketing Platforms | Sponsorship Activation and Experiential | Printing and design. www.wheelhousepr.com | www.facebook.com/wheelhousepr | www.twitter.com/wheelhousepr





###

Press Contact:
Kell Curtis
kell@wheelhousepr.com
817-703-5394