



For Immediate Release
April 7, 2014

Contact: Richard Franzi
949-887-4104

Critical Mass Radio Show Series Reaches New Heights in Audience Engagement

ORANGE COUNTY, Calif. Critical Mass for Business is proud to announce the dramatic and continued growth of their popular Critical Mass Radio Show Series. Richard Franzi, Founder of Critical Mass for Business and host of the Critical Mass Radio Show Series brings the power of peer learning to CEOs leading middle market firms.

“I am delighted that March 2014, saw the largest traffic of site visitors in our radio show’s 5-year history. We had 37,049 site visitors for the month of March, which brought our total visitors close to half a million since the radio shows inception,” stated Critical Mass for Business Founder Richard Franzi. “Our monthly average for show downloads of 12,015 in 2014 is 26% over our 2013 monthly downloads, which was a record year with 113,756 downloads.”

Critical Mass Radio Series can be heard live on OCTalkRadio and is available as podcasts on iTunes, Stiticher.com and other business oriented websites. Past guests include Southern California CEOs such as Colin Baden of Oakley, Wing Lam of Wahoo’s Fish Tacos and Steele Platt of Yard House Restaurants. Each week Richard hosts two shows focused on topics of interest to Southern California CEOs and one show focusing on CEOs who are leading middle market firms from across North America.

About Critical Mass for Business

Critical Mass for Business is a thought leader in the rapidly expanding field of business consulting for top executives. Richard Franzi, Founder and CEO, leads CEO Peer Groups® and maintains a vibrant community of business executives who share a common belief in the positive power of peer learning. Richard hosts Critical Mass Radio Show Series, a popular business radio series focused on topics of interest to CEOs of middle market firms across North America. Critical Mass for Business regularly publishes information about the latest breakthroughs in field of peer learning. Learn more at www.CriticalMassforBusiness.com

27762 Antonio Parkway, Suite L1-489 Ladera Ranch, CA 92694
(949)-887-4104 ▲ (949) 272-5801 (FAX)
Rfranzi@CriticalMassforBusiness.com