



ACCESS RETAIL ENTERTAINMENT ANNOUNCES NEW NAME, ADDS RETAIL & ENTERTAINMENT VETERAN AS PRESIDENT, AND CLOSSES SERIES A FUNDING

Leading Youth Media Network Changes Name to Access 360 Media; Hires Media Pioneer Lon Otremba, and Expands Product Offerings with New Mobile and Online Platforms

LOS ANGELES / NEW YORK (November 1, 2006) – ACCESS Retail Entertainment, an in-store entertainment network targeting the young adult consumer, announced today it has changed its name to Access 360 Media to showcase its expanded retail, mobile and online media platforms for leading brands to connect with young consumers.

The company also announced today that retail and entertainment industry veteran Lon Otremba has joined the company to serve as president, and the company has closed Series A Funding with Bessemer Venture Partners, a top Venture Capital firm boasting an impressive profile of funding leading consumer and retail brands.

Access 360 Media is a leading media network that connects to over 50MM young adult (P12-34) consumers each month through the communication platforms that matter most to them—Retail, Online and Mobile.

“The appointment of Lon and the Bessemer funding perfectly sets up the next stage of growth for Access,” said Roman Tsunder, founder and CEO of Access 360 Media. “This is the vision I have always had for the company and now our retail, mobile and online platforms provide both retailers and marketers an unparalleled opportunity to target the young adult consumer.”

Entertainment industry veteran Lon Otremba joins Access 360 Media as president and a member of the Board of Directors, overseeing the company’s strategic direction and company expansion. Otremba has executive and operating expertise in both the retail and media industries having served as CEO of Muzak LLC, the world’s largest provider of commercial music services, and as executive vice president of AOL Interactive Marketing Group. He was also a founder and president of Mail.com (now operating as EasyLink Services Corporation) and was a founding member of the CNET Networks management team.

“Access 360 Media serves a consumer that is super hard to reach by creating a media platform that engages young adults through all their touch points—online, retail and mobile.” said Lon Otremba. “This is a unique business and with my retail and media background, I look forward to leading the next phase of growth for Access 360 Media.”

Access 360 Media also announced they have secured Series A funding from Bessemer Venture Partners, one of the country’s top venture capital firms. Established in 1911 as Bessemer Securities Corporation (now its primary limited partner), Bessemer Venture Partners is a private venture capital firm that carries on one of the longest-standing and most successful venture capital practices in the country, managing over a billion dollars of venture capital, in addition to the \$2 billion of investments outside venture capital that other Bessemer entities manage.

“What really sets Access 360 Media apart from other companies is that they understand, at a fundamental level, how to communicate with youth in a compelling way,” said Ron Elwell, Venture Partner. “They have created a platform to reach young adults wherever they are - hanging out in the mall, surfing the net or socializing on their phones.”



About Access 360 Media

Founded in 2003, Access 360 Media is a media network that connects to over 50MM young adult (P12-34) consumers each month through the communication platforms that matter to them most—Retail, Online and Mobile. This multi-platform media network allows advertisers and retailers to fully integrate with young adult consumers by encouraging youth to engage and connect in the marketing message. Led by an experienced executive team Access 360 Media has partnerships with leading brands including Cingular, Wrigley's, Universal Music and Motorola and retailers including Journey's, Underground Station, among many others. Access 360 Media programming is distributed in more than 2,200 locations in every DMA throughout the US. www.access360media.com

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