



YOUNG ADULT CONSUMERS RESPOND POSITIVELY TO INNOVATIVE MOBILE MARKETING PROGRAMS

Access 360 Media Develops Successful In-Store Mobile Initiative for Leading Retailers Quiksilver, Mandee and f.y.e with Cingular Wireless

LOS ANGELES, CA, January 8, 2007 -- Access 360 Media, a media network connecting with over 50MM young adult consumers monthly, announced today youth are engaged and participating in mobile marketing programs.

Culminating in January, Access 360 Media developed a successful mobile marketing program bringing Cingular Wireless into the stores of their top youth retailer partners, Quiksilver, Mandee and f.y.e. Access 360 Media innovates the young adult consumer retail experience by creating a unique and simple "mobile coupon" initiative which provides Cingular's young adult consumer exclusive offers at these participating retailers.

"The Insider Deal" mobile coupon program, which runs through January 2007, engages and connects Cingular's customers with Access 360 Media's retail partners. This unique program allows Cingular users to receive special offers or "coupons" from participating retailers right to the palm of their hand via their mobile phone. By texting a keyword (QUIK, MANDEE and FYE) and shortcode ("SAVE" or 7283) via their mobile phone, Cingular users instantly receive exclusive discounted offers that can be redeemed at Quiksilver, Mandee or f.y.e.

Through this program, Quiksilver, Mandee and f.y.e., are seeing benefits from a unique marketing platform enabling them to provide exclusive offers during the holiday season and create return traffic through mobile coupons. Additionally, retailers have prime exposure on cingularsource.com, Cingular's customer loyalty website. For Cingular, the program's in-store signage customized for each retailer and website provide exposure on retailers' websites.

"This mobile coupon program is another example of how Access 360 Media is able to connect with consumers where it matters most to them – at retail, online and on their mobile phone," says Lon Otremba President of Access 360 Media. "Our multi-media platforms offer innovative ways for advertisers and retailers to fully engage with young adults."

"The mobile coupon program enables Cingular to leverage Access 360 Media retail partners and gives our wireless users another compelling reason to prefer Cingular Wireless," says David Garver, Executive Director, Sponsorships & Segment Marketing at Cingular Wireless. "Mobile coupons are a new and interesting way to connect to young customers and we anticipate this type of positive interaction will help us achieve our long term subscriber goals."

"At f.y.e., we are constantly striving to offer innovative ways to engage our customers," said Barry Burmaster, Director of Marketing, f.y.e. "Through these instant, mobile offers we have garnered successful results that are a perfect way to interact with the consumer and enhance our on-going relationship with consumers."

"The Insider Deal" program offers include 30% off at Quiksilver, buy one get one free promotion at f.y.e. and a gift with purchase at Mandee.

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

**About Cingular Wireless**

Cingular Wireless is the largest wireless carrier in the United States, serving 58.7 million customers. Cingular, a joint venture between AT&T Inc. (NYSE:T) and BellSouth Corporation (NYSE:BLS), has the largest digital voice and data network in the nation – the ALLOVER™ network – and the largest mobile-to-mobile community of any national wireless carrier. Cingular is a leader in third generation wireless technology. Its 3G network is the first widely available service in the world to use HSDPA (High Speed Downlink Packet Access) technology. Cingular is the only U.S. wireless carrier to offer Rollover®, the wireless plan that lets customers keep their unused monthly minutes. Details of the company are available at www.cingular.com. Get Cingular Wireless press releases emailed to you automatically. Sign up at <http://cingular.mediaroom.com>.

About f.y.e.

Trans World Entertainment is a leading specialty retailer of music, video and video game products. The Company operates over 1,100 retail stores in the United States, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico under various brands. The Company is in the process of consolidating the majority of its stores (Coconuts Music and Movies, Strawberries Music, Wherehouse, Sam Goody and Spec's) under the name f.y.e. for your entertainment. The Company also operates over 185 video only stores primarily under the Suncoast brand and on the web at www.fye.com, www.coconuts.com, www.wherehouse.com, www.secondspin.com, www.samgoody.com and www.suncoast.com.

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CONTACT: Pilaar Terry / Brianne Pins
5W Public Relations
310-566-7030
pterry@5wpr.com / bpins@5wpr.com