



**ACCESS 360 MEDIA PARTNERS WITH CHAIN STORE AGE  
TO PRESENT RETAIL STORE OF THE YEAR AWARDS**

***Barneys New York Dallas Earns Top Honors as Retail Store of the Year***

**LOS ANGELES (March 5, 2007)** – Chain Store Age and Access 360 Media, an in-store entertainment network targeting the young adult consumer, celebrated the winners of the Chain Store Age Retail Design Competition on Saturday, March 3rd, at the Dolphin Hotel in Orlando, Florida. The annual awards honor retailers who demonstrate outstanding design in a retail environment.

Lon Otremba, President of Access 360 Media, helped preside over the evening's festivities where Barney's New York Dallas flagship was honored as Retail Store of the Year.

As the exclusive event sponsor, Access 360 Media was on hand to celebrate the achievements of the retailers and designers, and demonstrate innovative ways retailers are marketing to consumers within the retail environment.

"We are proud to be a sponsor of this event. The Retail Store of the Year Awards showcase the best of the best in the industry," said Otremba. "Access 360 Media provides the preeminent retail marketing solutions for top retailers, from television programming that enhances the customer experience, to online and mobile platforms that engage with the consumer on a one-to-one basis."

To help demonstrate the Access 360 Media mobile marketing platform, Otremba kicked off the awards presentation with a live Text-2-Win contest for a 32" Phillips LCD HDTV. The winner was Shan DiNapoli of Bloomingdale's San Francisco, a Retail Store of the Year Award honoree in the department store category.

"I'll occasionally send text messages to friends and family, but never really thought of my mobile phone as a marketing tool," said DiNapoli. "This contest demonstrated just how efficient and effective mobile marketing can be for premier retailers like Bloomingdale's."

Now in its 25<sup>th</sup> year, this prestigious competition accepted nearly 3000 entries from around the world. In addition to the Retail Store of the Year, 29 first place, 15 honorable mention and 4 special awards were presented to retailers in various categories. Among these honorees were Bloomingdale's, The North Face, Motorola RED, Metro PCS, Mande, R.sole and Payless Shoes.

**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](http://www.access360media.com)

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