



ACCESS 360 MEDIA NAMES LON OTREMBA CEO

Leading Young Adult Media Network Draws on Industry Expertise to Accelerate Company Expansion

LOS ANGELES, CA (April 9, 2007) – Access 360 Media, a leading young adult media network, announced today the promotion of Lon Otremba to Chief Executive Officer. Otremba joined Access 360 Media as President in September of 2006 and will now assume responsibility for the leadership of the entire organization overseeing the company's management team and portfolio of products and services.

"I am proud to have Lon lead Access 360 Media into the next stage of our growth. He is a natural leader with a dynamic understanding how our in-store, online and mobile platforms can transform our customers businesses." said Roman Tsunder, Access 360 Media Founder, "Lon's superb track record of launching and scaling major media networks makes him perfectly suited to lead Access 360 Media to similar success."

Otremba has more than 25 years experience in the media industry, having launched both CNET and Mail.com (now Easylink Services Corporation). He also served as Executive Vice President of America Online's Interactive Marketing Group where he was responsible for developing and leading the short and long-term strategy and operations for AOL's advertising and e-commerce business. Most recently, as CEO of Muzak LLC, the world's largest provider of commercial music services, he rejuvenated the brand, restructured all of their operations and streamlined the organization.

"Lon has played an integral role in the tremendous progress we have made over the past year at Access 360 Media and his experience makes him the perfect fit for this new role," said Access 360 Media Board of Director Ron Elwell, of Bessemer Venture Partners, who lead the "Series A" round of financing. "Lon is well known for achieving outstanding operational results and we are confident that he will be able to supercharge the growth of the in-store, mobile and online products Access 360 Media offers to reach the young adult consumer."

"I am extremely excited to have the opportunity to manage all aspects of the Access 360 Media business including our in-store network expansion, our mobile marketing programs and the extension of our online platform," said Otremba. "We are going to be singularly focused on offering the best advertising and marketing solutions to young adult marketers so that they can reach their target in an authentic and organic manner."

A frequent commentator on interactive marketing and operating strategies, Otremba has presented at such events as the Forbes CFO Conference and The Economist Conference, as well as the Business Week, Internet World and AdTech Conferences. He has also appeared on CNN and CNBC and served on the executive board of the Interactive Advertising Bureau (IAB).

In addition to sitting on the Board of Directors of Access 360 Media, Otremba is a director of EEI Communications, Cardium Therapeutics, Inc., Artes Medical, and Power Medical Interventions. He is also a trustee of the Buckley Country Day School.



Roman Tsunder will assume the role of President for Access 360 Media responsible for product innovation, business development and overall corporate strategy.

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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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