



ACCESS 360 MEDIA TO SPONSOR 2007 WHAT TEENS WANT CONFERENCE

Leading Youth Media Network Lends Expertise to "Dial M for Marketing: Will Teens Listen or Hang Up" Panel

LOS ANGELES (April 4, 2007) – Access 360 Media announced today their participation in the 8th installment of *What Teens Want*, the annual marketing conference for marketers, agency creatives and media executives on marketing to today's trendsetting teens. This year's conference will take place at the Grand Hyatt New York on June 18-19, 2007.

Access 360 Media will host "*Dial M for Marketing: Will Teens Listen or Hang Up?*" a mobile marketing panel on the second day of the conference where mobile experts reveal teens' attitudes toward mobile marketing and the impact it has on today's marketing strategies. To demonstrate the types of programs today's young adults are participating in, Access 360 Media will host a two-day Text-2-Win promotion and select the winner live at the end of the panel.

Access 360 Media's unmatched integrated media network utilizes retail, mobile, and online platforms to connect with millions of young adult consumers each month and has developed successful mobile marketing campaigns for popular young adult retailers including Quiksilver, f.y.e, Mandee, Journeys, and Underground Station.

"We are thrilled to participate in our first ever *What Teens Want* conference and demonstrate the reach and influence of mobile marketing," said Lon Otremba, CEO. "This conference is a great way for young adult marketers and brands to thoroughly understand and connect with the ever changing Gen Y demographic."

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 What Teens Want Conference

Teens are wired different than any another consumer group. They navigate through media clutter with a heightened "BS" meter to sniff out hidden advertising agendas. In a post-scarcity media world, there is no shortage of brands or media pipeline channels. Attention is the new scarcity. Loyalty, trust and affinity become the new pipeline. When there is so much choice, what is the new role of earned attention? What Teens Want 2007, hosted by Adweek, Brandweek, Mediaweek, Billboard and The Hollywood Reporter, and presented by The N, covers how the teen market is changing, new and upcoming trends, multiplatform marketing, multicultural marketing, mobile marketing, and continuing growth of social networking, blogs, and user-generated communities and more. Now a 1 1/2-day event, What Teens Want 2007 ensures you will return to the office with proven examples to streamline your marketing efforts and maximize your marketing budget - large or small.

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