



ACCESS 360 MEDIA CEO TO SPEAK AT 2007 DIGITAL SIGNAGE EXPO

Lon Otremba to Discuss Effects of User-Generated Content on In-Store Digital Networks

LOS ANGELES (April 19, 2007) – Access 360 Media announced today their participation in the 2007 Digital Signage Expo on May 16-17, 2007 at Navy Pier Convention Center in Chicago, Illinois. Digital Signage Expo is the largest international tradeshow and conference exclusively dedicated to digital signage, interactive solutions and point of consumer media networks in retail, hospitality, financial and public spaces.

On Wednesday, May 16, from 3-4 p.m. Lon Otremba, CEO of Access 360 Media, will present on the panel “Is There Room for YouTube?” an afternoon session which is a part of the highly regarded conference’s workshops. Together with Bruce Woolsey, VP of Advanced Media at Avenue A/Razorfish and Matt Coble, SVP of interactive agency Schematic, Otremba will discuss the subject of user-generated content and how young adults consume media on their terms. Additionally, he will provide intelligence on how to tap into the influence of this growing demographic whether you are a retailer, agency, or a consumer brand.

“Extraordinary audiences are being amassed in social networking sites,” said Otremba. “YouTube and Revver are part of a phenomenon that isn’t going away. Forward-thinking advertisers and marketers see the potential for a new form of consumer promotion and exploit it to their advantage.”

Prior to joining Access 360 Media, Otremba was CEO of Muzak, LLC, the world's largest provider of commercial music services. A well-known interactive media pioneer, Otremba is a veteran operating executive and advisor in the Internet publishing, print, television and broadcast music industries and was one of the founders of both CNET and Mail.com (now EasyLink LLC). He's a frequent commentator on interactive marketing and operating strategies, presenting at such events as the Forbes CFO Conference, The Economist Conference, and numerous BusinessWeek, Internet World, and AdTech Conferences.

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 young adults 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 Journeys, 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 Digital Signage Expo

The Digital Signage Expo (DSE), formerly know as the Digital Retailing Expo, is the largest international tradeshow and conference exclusively dedicated to digital signage and interactive solutions – and it is the only place where the newest digital signage and interactive technologies are exclusively showcased. DSE has experienced a rapid growth pattern since its inception in late 2004 due to the industry’s surge in popularity. The 2007 Digital Signage Expo features 97 exhibitors in over 28,000 square feet plus over 1,200 attendees and a conference program featuring leaders and strategists from this booming marketplace. www.digitalretailingexpo.com

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CONTACT: Brianne Pins/Scott Barton
5W Public Relations
bpins@5wpr.com / sbarton@5wpr.com
310.566.7030