



ACCESS 360 MEDIA CEO TO SPEAK AT 2007 OMMA MOBILE CONFERENCE

Media Veteran, Lon Otremba to Discuss the How Mobile Is Changing Marketing Today

LOS ANGELES (June 22, 2007) – Access 360 Media, a media network that connects to over 50MM young adult (P12-34) consumers each month, announced today that their CEO, Lon Otremba, will be participating in the 2007 OMMA Mobile Conference, a MediaPost Event, at Crowne Plaza Times Square Manhattan in New York City.

On Friday, June 29 at 3:00pm, Otremba will participate in the afternoon panel, “A Clickable World,” to discuss how mobile technology is allowing marketers to reach their target consumers. Alongside Todd Anderman, President of Dennis Digital; Brad Blumber, CEO of Smarter Agent; and Nihal Mehta, CEO, ipsh!; Otremba will discuss how mobile marketing brings web-like interactivity and content into the real world of outdoor marketing and retail environments.

“Almost every young adult consumer is connected to their mobile phones 24/7, which makes it an essential part of a brand’s marketing campaign,” said Otremba. “By leveraging advertising opportunities with mobile programs, young adult brands can truly capture and engage their target consumer.”

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 CEO 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 youth to engage and connect in the marketing message. Led by an experienced executive team Access 360 Media has partnerships with leading brands including AT&T Wireless, 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

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About MediaPost

MediaPost Communications is an integrated publishing and content company whose mission is to provide an array of resources to super-serve media planners and buyers. Since 1996, *Mediapost.com* has been the leading advertising and media Internet portal providing free tools, news, and directories to help our more than 50,000 members better plan and buy both traditional and online advertising. *Media Magazine* was created from the editorial expertise of MediaPost. Media Magazine examines and explores the world of media covering all forms of broadcast, print and online Media. *OMMA* stands tall as the only trade magazine dedicated to the business of online media, marketing and advertising. Several times a year, MediaPost Events, including the OMMA and Forecast Conferences, deliver directly to their members the same level of content and expertise found on their sites and publications.

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