



**ACCESS 360 MEDIA LAUNCHES EXCLUSIVE PARTNERSHIP WITH
ROGUE PICTURES AND STUFF MAGAZINE FOR BALLS OF FURY**

*Promotion Launches in 951 Journey's and Underground Station Stores Nationwide
Reaching Over 11MM Young Adults*

LOS ANGELES, CA. August 02, 2007 – Access 360 Media, in partnership with Rogue Pictures and Stuff Magazine, has announced a national promotion for the end-of-August nationwide release of Rogue's outrageous action comedy Balls of Fury, which stars Dan Fogler, Christopher Walken, George Lopez, and Maggie Q. The promotion is being launched nationally in 951 Journeys and Underground Station stores with a combined reach to over 11MM young adults. The highly targeted campaign signals another push by Access 360 Media in the expanding Out-of-Home marketing category for entertainment properties that are seeking innovative ways to reach audiences at the online, mobile and retail promotion level.

Utilizing Access 360 Media's vast network of in-store monitors throughout its retail partner locations, Balls of Fury content will be displayed during the month of August to include trailers and :30 spots. The in-store television promotions will be complimented by Balls of Fury branded signage that invites fans to participate in a mobile text-to-win contest for a chance to receive prizes including a '42 Plasma TV, Nintendo Wii and DS Video Game Systems, Balls of Fury Video Game, Autographed Movie Posters and Stuff Magazine Gift Bags including movie branded T-Shirts, Balls of Fury Movie Soundtracks, along with PingPong Balls and Paddles.

In addition to the in-store and mobile components, an email blast to more than 400K loyal Journeys and Underground Station customers will take place and links will be placed on the retailer's websites to BallsOfFury.com and the famous Stuff Magazine Girls will be visiting key retail locations in New York and Los Angeles to promote the film in the final weeks leading up to the Balls of Fury opening.

"We are implementing a holistic approach with the Balls of Fury promotion to reach an important demographic by engaging them in a targeted way through the online, mobile and retail environments that matter most, said Lon Otremba, CEO of Access 360 Media. "By wrapping the promotion across multiple platforms we are increasing our engagement with an increasingly sophisticated multitasking young audience."

(more)

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“The Balls of Fury promotion enables us to extend the film’s content and brand across multiple platforms and at the retail levels that are important social environments for this key audience demographic,” said Robert Wilkinson, senior vice president of media & research at Rogue Pictures. “By broadening the promotion to the retail, mobile and online levels, we are creating a more interactive dynamic that is necessary to attract young viewers to see the film.”

“Stuff magazine is proud to partner with Access 360 Media and Rogue Pictures on the upcoming release of Balls of Fury. With our cultivated audience of peer group leaders, Stuff will be delivering 5.6 million readers who will be first in line on opening weekend,” said John Lumpkin, Publisher, Stuff Magazine

Set in the unsanctioned, underground, and unhinged world of extreme Ping-Pong. Balls of Fury is written by Thomas Lennon & Robert Ben Garant (Night at the Museum, Reno 911!) and directed by Mr. Garant. The film is MPAA-rated PG-13.

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 DENNIS PUBLISHING

Dennis Publishing, Inc. is a media company that publishes the two most successful modern men’s lifestyle magazines in America - Maxim (2.5 million rate base -- Advertising Age’s Magazine of the Year, Adweek Hot List) and Stuff (1.3 million rate base -- Advertising Age’s A-List) - along with general interest music magazine Blender (Advertising Age’s Launch of the Year and Adweek’s Hot List), and The Week, a distillation of the week’s most important news and opinion from the US and international media (Advertising Age’s A-List). Maxim, Stuff, Blender and The Week (Advertising Age’s A-List, Adweek Hot List) are registered trademarks of Felix Dennis. Maxim Radio is broadcast on Sirius Satellite Radio on channel 108.

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