



## **ACCESS 360 MEDIA TAPS BILL POWERS AS EXECUTIVE VICE PRESIDENT OF NETWORK ADVERTISING SALES**

**LOS ANGELES (August 13, 2007)** – Access 360 Media, an integrated youth oriented media network connecting to over 50MM young adults, has announced that Bill Powers will be joining the organization as its executive vice president of network advertising sales. Powers joins the Access 360 Media team after spending eight years at Traffic.com. He was an original member of that company’s Media Division, Traffic Pulse Networks, and was an integral part of the executive management team that helped to build the company into the country’s leading provider of personalized traffic information.

“Bill is a seasoned executive who understands the fundamentals of integrated advertising and he will play a vital role for our company as we continue to expand our retail, mobile and online footprint,” said Lon Otremba, CEO of Access 360 Media. “Bill brings a creative approach to his work that we know will benefit our clients and the solutions we provide to them.”

“After watching Access 360 Media’s strategic growth over the last several years, it was obvious that I could apply my own experience of growing successful businesses to the dynamic team the company has put in place,” said Powers. “The company brings a valuable and fresh perspective to its clients which is a vital part of competing in today’s market.”

Powers is a member of the sales executive council of the Interactive Advertising Bureau (IAB), where he helps to establish guidelines for marketers, agencies and media companies for use in the creating, planning, buying and selling of interactive marketing and advertising. He started his career in broadcast, working with both Westwood One in its Shadow Traffic division and for American radio and its Boston Red Sox Radio Networks.

In 2000 Powers started the Luke Vincent Powers Foundation to support underprivileged children, following the death of his son Luke. The foundation is committed to providing opportunities for children by funding programs that enhance and protect their lives, while providing them with hope for the future.

### **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](http://www.access360media.com)

CONTACT: Bill Harrison  
[bill@carsonharrison.com](mailto:bill@carsonharrison.com)  
(p) 323.957.9531 | (m) 213.712.8811