



ACCESS 360 MEDIA ANNOUNCES TWO OF THE LARGEST OUT-OF-HOME ADVERTISING CAMPAIGNS IN THE INDUSTRY WITH HONDA AND SAMSUNG

Deals Represent a Shift Among Major Brands to Invest in Long-Term Commitments in the Burgeoning Space

LOS ANGELES, CA. November 13, 2007 – Access 360 Media, an integrated youth oriented media network connecting to over 59MM young adults, has announced two of the out-of-home industry's largest known advertising efforts with Honda and Samsung. Combined, the efforts represent a shifting trend among advertisers to invest long term campaign commitments in the out-of-home space.

The Honda deal, negotiated by RPA, represents the automaker's first campaign in the out-of-home advertising space. Honda ads will be featured on Access 360 Media retail partner For Your Entertainment (FYE) listening stations. FYE is one of the largest mall-based retailers with over 900 stores and the Honda creative spots will be played on the stores TV's and LVS's (listening and viewing stations) nationwide.

"Honda is committed to launching programs that evoke passion around its brand and Access 360 Media's out-of-home network is the perfect platform to deliver on that commitment through FYE," said Roman Tsunder, president and founder Access 360 Media. "The experiential nature of the in-store listening stations provides Honda with a captive audience to deliver their message in a way that is relevant and true to their brand."

The individual deals will leverage Access 360 Media's reach at the in-store, mobile and online platform level to reach a coveted demographic of young consumers. Honda will introduce new products throughout various consumer touch points during their retail shopping experience at FYE, while the Samsung campaign, negotiated by its agency, Cheil Communications, is being implemented in over 800 Journeys stores to promote its Juke product.

"We are seeing a growing trend among advertisers to invest more heavily in our space by signing longer term commitments on our network," said Lon Otremba, ceo Access 360 Media. "By initiating these campaigns, Honda and Samsung are able to reach a highly targeted demographic in the out-of-home channel where the consumer is spending most of their time."

"Placing the launch of our Samsung Juke program on the Access 360 Media out-of-home network accompanies other successful initiatives that have helped our brand establish a relevant connection with young adults," said Bobby Billman, vice president, Samsung Telecommunications America. "The multiplatform product launch through Journeys on the Access 360 Media network is the exact formula we need implemented to reach the tech savvy Samsung consumer audience."



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About Access 360 Media:

Founded in 2003, Access 360 Media is a media network that connects to over 59MM 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.

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