



ACCESS 360 MEDIA SELECTED BY ALWAYS ON AS ONMEDIA TOP 100 WINNER
Recognized for game-changing strategies in advertising, marketing, and promotion

NEW YORK, NY, January 22, 2008 – Access 360 Media, www.access360media.com, Americas largest out-of-home in-store, online and mobile media network targeting young adults, today announced that it has been chosen by AlwaysOn as one of the OnMedia 100 Winners. Access 360 Media was specially selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

“Access 360 Media is honored and pleased to be recognized as one of Always On’s Top 100 Private Companies,” said Lon Otremba, chief executive officer of Access 360 Media. “As brick-and-mortar retailers grapple with an increasingly digital, virtual and mobile environment, Access 360 Media is uniquely poised to help retailers and media brands succeed in this staggeringly dynamic climate.”

Access 360 Media and the OnMedia 100 Top Private Companies will be honored at the OnMedia conference scheduled to occur on January 28-30, 2008 at The Mandarin Oriental Hotel in New York City. This two-and-a-half day executive event will feature technology CEO’s from Silicon Valley leading presentations and high-level debates with the global advertising and media establishment, about disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

Fifty of the top CEO’s from the OnMedia 100 will present their market strategies to a panel of industry experts in a “CEO Showcase.”

“The OnMedia 100 winners have excelled in key strategic areas in the advertising, marketing, public relations, and promotion industry,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and venues for marketers to have at their fingertips and for use to take their business to the next level in innovation.”

The OnMedia 100 was selected from over hundreds of companies, nominated by a panel of industry experts in the online ad service, technology, community platform, mobile advertising, marketing, and Web analytic sectors from around the world.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn Web site at <http://www.alwayson.goingon.com/>

About Access 360 Media:

Founded in 2003, Access 360 Media is a premier multi-platform media network that connects to more than 59MM young adult (P12-34) consumers each month in the places and through the communication channels that matter most to them— in-store, 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. Based in New York and Los Angeles and led by an experienced executive team, Access 360 Media has distinguished itself through many successful campaigns for and partnerships with Fortune 500 companies and leading retail chains—including the likes of Journeys, Macy’s, Underground Station, FYE (For Your Entertainment), Samsung, Honda, Quicksilver, Wrigley’s, Paramount Pictures and Dreamworks, and Activision.

About AlwaysOn:

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (OnMedia NYC, Venture Summit East and West, On Hollywood, The Broadband Digital, Stanford Summit, and Going Green)and quarterly print “blogozine”. No other media brand has dared to create such open interaction with its readers and event participants.

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