



ACCESS 360 MEDIA EXPANDS NETWORK'S REACH TO MORE THAN 100MM YOUNG ADULTS IN OVER 10,000 RETAIL LOCATIONS NATIONWIDE

Exclusive Representation Agreement with Retail Entertainment Design (RED) Adds Leading Retailers (f.y.e.), For Your Entertainment, Fred Meyer, Game Crazy, Hollywood Video, In Motion, Movie Gallery, Rent-A-Center and Virgin MegaStores to Premier Cross-Platform Out-of-Home Media Network

Heavy.com, havoc TV and Red Bull Join as Media Partners

NEW YORK, NY – January 28, 2008 – Access 360 Media, www.access360media.com, the premier out-of-home in-store, online and mobile media network, today announced it has added to its growing media network major retailers (f.y.e.), For Your Entertainment, Fred Meyer, Game Crazy, Hollywood Video, In Motion, Movie Gallery, Rent-A-Center and Virgin MegaStores—increasing Access 360 Media's out-of-home reach from nearly 60MM to more than 100MM young adults each month in more than 10,000 stores nationwide. In addition, brands Heavy.com, havoc and Red Bull have joined Access 360 Media as media partners. CEO Lon Otremba and President and Founder Roman Tsunder jointly made the announcement from AlwaysOn's OnMedia NYC conference, where both executives are presenting.

"We're pleased to complete this major round of partnership expansion; our out-of-home media network's reach is now more than 100 million young adults a month in over 10,000 stores nationwide, which is unparalleled for this demographic," said Lon Otremba, CEO of Access 360 Media. "As brick-and-mortar retailers grapple with an increasingly digital, virtual and mobile environment, these partnerships are proof Access 360 Media has the expertise and relationships to help retailers and media brands succeed in this staggeringly dynamic climate. We're especially excited to have joined forces with Retail Entertainment Design. Their content and networks fit perfectly with our strategy."

OUT-OF-HOME RETAIL PARTNERSHIPS

Through an exclusive representation agreement with Retail Entertainment Design (RED), Access 360 Media now has the exclusive ad representation rights to core branded entertainment segments that will increase the consumer value of in-store media. In aggregating cool programming across multiple platforms from new and existing content partners, RED's programming style has consistently given retailers a more engaging media experience that keeps the consumer more connected and the messaging always on brand.

"Combining our content development and production expertise with Access 360 Media's In-store, mobile and online media platforms proves that retailers are embracing a media-driven marketplace, said Brian Marin, CEO of RED. "This strategic partnership is directly in line with each of our core competencies; through these partnerships, Access 360 Media now represents our in-store media sales rights to core branded entertainment segments that will increase the consumer value of in-store media."

“Our special offerings for in-store customers are a significant value-add and we look forward to entertaining and informing them through our partners’ national networks of retail stores,” said Lon Otremba, CEO of Access 360 Media. “Savvy, multi-tasking consumers have come to expect extensions of their media experiences into multiple facets of their lives. Our premium network offers levels of media engagement heretofore unavailable, and takes consumers’ satisfaction of the overall in-store experience to the next level.”

“The online, engaged, and creative youth that are core to f.y.e.'s customer base want exactly the type of experience Access 360 Media provides,” said Barry Burmaster, Director of Marketing of f.y.e, For Your Entertainment. “This innovative partnership will allow even our most casual customer to avail them self of the best entertainment value and selection in lifestyle content.”

MEDIA PARTNERSHIPS

Access 360 Media’s programming incorporates the hottest content from youth lifestyle entertainment’s premier brands to enrich consumers’ in-store experiences. This latest round of partnerships welcomes Heavy, Havoc TV and Red Bull into the fold.

-- havoc is the world's leading multi-platform digital network focused on the best indie music and action sports. havoc is carried to 42 million homes through CATV VOD and on DIRECTV's Channel 101.

-- Heavy.com is one of the web’s leading consumer video companies and the leader for 18-34 year old males with more than 23 million unique viewers monthly.

-- From motocross freestylers in Madrid to paragliders leaping off cliffs in the Austrian Alps to high flying air races in Ireland, the name Red Bull has become synonymous with extreme sports enthusiasts across the globe.

“We’re very excited about this new partnership with Access 360 Media,” said Eric Hadley, CMO of Heavy. “This collaboration enables Heavy to innovatively differentiate ourselves as a brand that is able to reach new viewers across multiple platforms and venues.”

“In reaching young adult consumers in the places and through the communication channels that matter most to them—in-store, online and mobile—Access 360 Media’s growing roster of media partners has helped us build a the best-in-class network that targets the entirety of youth lifestyle, including: music; fashion; actions sports, gaming, user generated content and technology,” said Roman Tsunder, president and founder of Access 360 Media. “We’re able to select the hottest entertainment and strategically program—with full retail approval—segments based on the content’s value to the consumer and their particular lifestyle focus.”

Access 360 Media offers a full-circle out-of-home media network to retailers and brands focusing on the young adult market. The company’s tools of the trade include: in-store video executive production; in-store advertising representation; an exclusive turnkey mobile platform; online social networking and, of course, a host of other “secret sauce” ingredients.

Access 360 Media:

Founded in 2003, Access 360 Media is a premier multi-platform media network that connects to more than 100MM 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 Macy’s, Underground Station,

Cingular, Motorola, Quicksilver, Wrigley's, Paramount Pictures and Dreamworks.
www.access360media.com

Media Contact:

Lane Buschel

The Morris + King Company for Access 360 Media

212-561-7454

lane.buschel@morris-king.com