



## **ACCESS 360 MEDIA'S CEO LON OTREMBIA TO SPEAK AT MEDIAPOST'S DIGITAL OUT OF HOME FORUM**

New York, NY--April 22, 2008--Access 360 Media ([www.access360media.com](http://www.access360media.com)), the premier out-of-home, in-store and online and mobile media network, today announced that CEO Lon Otremba will participate in MediaPost's Digital Out of Home Forum on Wednesday, April 23, 2008 as a part of the Luncheon Panel to discuss the topic: "From gas station pumps to men's room urinals, digital screens are popping up in the darnedest places. Where to next? And are we getting a little too up-close-and-personal?" MediaPost's Digital Out-of-Home Forum will be held on Wednesday, April 23, at New York City's Yale Club. The conference will focus on the advertising, marketing, media buying and planning implications of the burgeoning digital out-of-home video marketplace. The forum will feature a lineup of major media companies, advertising and agency executives, including the heads of the "Big 4" outdoor media buying agencies, the heads of the big media outlets, and leading gurus in the consumer and research sectors.

"MediaPost's Digital Out-of-Home Forum presents an incredible opportunity to connect with a highly influential group of marketing experts," said Otremba. "We are honored to be asked to share how Access 360 Media is leveraging its massive audience of engaged young adults on our integrated media platform designed exclusively for retailers."

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.

### **ABOUT 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, Quiksilver, Wrigley's, Paramount Pictures and DreamWorks.

### **ABOUT MEDIAPOST'S DIGITAL OUT OF HOME FORUM:**

Out-of-home digital advertising networks – which can deliver advertising in stores, movies theatres, office buildings, doctor's offices and malls – are powerful new marketing and advertising communications channels that are quickly being added to the media mix.

MediaPost's Digital Out-of-Home Forum is designed to help marketing executives understand the rapidly changing market dynamics and potential of out-of-home digital advertising. The program will focus on strategies and tactics marketers and agencies can use to deploy these channels in their upcoming plans, and identify the best sources of assistance so they can take action.

#### **The Conference will examine and explore:**

- Out-of-Home Digital Advertising Networks
- Consumer Exposure to Out-of-Home Venues
- Acceptance of Out-of-Home Advertising
- What to Consider When Planning, Buying, Measuring and Advertising On Out-of-Home Channels
- Audience Metrics for Translating Out-of-Home Traffic and Viewer Impressions

### **ABOUT MEDIAPOST:**

MediaPost Communications is an integrated publishing and content company whose mission is to provide an array of resources to super-serve media planners and buyers.

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