



**ACCESS 360 MEDIA LAUNCHES POPBANDIT MOBILE,  
THE FIRST AND ONLY TURNKEY MOBILE MARKETING NETWORK DESIGNED EXCLUSIVELY FOR RETAILERS**

**Element Skateboards and G by GUESS  
First Premier Brands to Join with PopBandit Mobile**

NEW YORK, NY – April 29, 2008 – Access 360 Media, [www.access360media.com](http://www.access360media.com), the premier out-of-home in-store, online and mobile media network, today announced the launch of PopBandit Mobile, the first and only turnkey mobile marketing solution designed exclusively for retailers. Such leading lifestyle brands as Element Skateboards and G by GUESS have joined PopBandit Mobile as retail launch partners. PopBandit offers retailers turnkey services such as: campaign creation and management; carrier aggregation; and mobile marketing services including SMS (Text-2-Vote, Text-2-Win, Text-4-Info), MMS, Chat, IVR, Ringtones, Wallpaper, Screensavers and more.

Access 360 Media (A3M) has a long history of successfully creating and integrating mobile marketing into the retail experience. A3M has developed successful campaigns for Cingular Wireless, Journeys, Underground Station, f.y.e., and Quiksilver, among others.

"The mobile phone is the single most important communication device for our consumers and creating the 1 to 1 relationship within the retail environment is game-changing," said Roman Tsunder, President and Founder of Access 360 Media. "PopBandit Mobile targets young adults with retail brand experiences that resonate, online, in-store and on the go."

**ELEMENT SKATEBOARDS:**

A3M and Element Skateboards have partnered to provide a highly engaging mobile experience that customers initiate through an interactive online experience. By signing up for new product alerts, local events and contest notifications, customers will receive engaging branded messages, powered by PopBandit Mobile, wherever they go. Mobile has become an important tool in Element's marketing mix to communicate with their core customers. Element has used the mobile services to geographically target customers and text them reminders about upcoming events in their area.

"Our customers are our family and by partnering with PopBandit Mobile, we aim to offer them more ways to stay up on Element product news, promotions and events wherever they go," said Marc Falkenstien, Web & Media Director with Element Skateboards. "Mobile is huge to our audience and obviously we get excited about taking advantage of it as part of an integrated marketing campaign."

**G BY GUESS:**

To help launch the celebration of G by GUESS' 1<sup>st</sup> Birthday, PopBandit is providing the mobile solution for their 14 day, \$1,000 a day text-to-win campaign. In addition, mobile has become fully integrated as a communication tool via their website. There users can sign up for mobile alerts, mobile coupons, and text-2-win opportunities.

"With PopBandit Mobile, Access 360 proves they understand our unique brand," says Darin Skinner, Vice President of Factory, G by GUESS and Operations for USA and Canada. "The right mix of mobile, online and in-store elements allows us to create a meaningful experience for our customers."

**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 Element Skateboards:**

In 1992 the Element seed was planted. Our goal was simple, to be the best we could be, in the most honest and ethical way possible. We joined together to elevate what we all truly believe in. Today, we continue to create the art, direction and message on a constant path to bring progress to skateboarding. We are more than a business; we are a family, all on the same journey for the growth with-in ourselves, Element and all that surrounds us.

**About G by GUESS**

Established in 2007, G by GUESS is a new retail concept targeting young adults. G by GUESS carries apparel, accessories and footwear, using a retro California and Old Hollywood inspiration to design unique, casual collection. G by GUESS currently operates thirty six stores in the United States. For additional information, online shopping and updates, visit [www.gbyguess.com](http://www.gbyguess.com).

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