



ACCESS 360 MEDIA ANNOUNCES ADVISORY BOARD

Executives From eBay, G4, Gorilla Nation, MTV And Netflix Join Premier Out-of-Home, In-Store and Mobile Media Network

New York, NY--May 5, 2008--Access 360 Media (www.access360media.com)—the premier in-store, online and mobile media network—is pleased to announce the members of its newly established Board of Advisors, comprised of industry leading experts in media, technology, youth culture, shopping and social networking. The Board is tasked with advising the Access 360 Media leadership team from the perspective from each of their respective fields.

The Access 360 Media Board of Advisors includes:

- Eric Billingsley, Senior Director, eBay Research Labs
- John Ciancutti, Vice President, Personalization Technology at Netflix, Inc.
- Terry Hardy, Creator and Executive Producer of MTV's Viva La Bam, personal manager to Kelly Slater, Head of Entertainment at Quiksilver, and President of Sonar Entertainment
- Dale Hopkins, former Chief Operating Officer, G4, former Chief Marketing Officer, E! and Style Networks, Co-founder of E! Online
- Christophe Luvion, Chief Technology Officer, Gorilla Nation
- Neel Sundaesan, Director, eBay Research Labs

"Each of these industry leaders brings to the table tremendous expertise that will contribute to our ability to better serve our partners," said Lon Otremba, CEO of Access 360 Media. "I look forward to learning from and applying their valuable insights as we continue to expand our business."

"Integrating the in-store, online and mobile experience for the retail industry—the second largest industry in the world—requires collaboration from proven experts," said Roman Tsunder, President and Founder of Access 360 Media. "The commitment of these prominent leaders to help shape the future of this industry is flattering and we are extremely proud to have them join our team."

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 and online social networking tools.

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.

Media Contacts:

The Morris + King Company for Access 360 Media
Lane Buschel / Katie Smith-Adair
212-561-7454 / 212-561-7475
lane.buschel@morris-king.com
katie.smith-adair@morris-king.com