



**ACCESS 360 MEDIA'S CEO LON OTREMBIA TO SPEAK AT
ANNUAL DIGITAL HOLLYWOOD CONFERENCE**

Otremba to Discuss Reinventing Marketing for Retailers

New York, NY--May 6, 2008--Access 360 Media (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 Digital Hollywood on Wednesday, May 7, 2008 on the topic, "Reinventing Advertising: Broadcast vs. the New Platforms: VOD, PVR, Broadband & Mobile." Digital Hollywood will be held at the Renaissance Hollywood Hotel.

"Digital Hollywood presents an incredible opportunity to connect with a highly influential group of experts at the intersection of entertainment and technology," 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 Digital Hollywood:

Digital Hollywood is the premier entertainment and technology conference. Now in its 18th year, the conference is the premier entertainment and technology conference in the country. It has from its start been among the leading trade conferences in its field, attended by over 15,000 top executives in the film, television, music, home video, cable, telecommunications and computer industries each year. For information about the event, visit <http://www.digitalhollywood.com/>.

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