



DOmedia Launches Online Alternative Media Marketplace During Advertising Week in New York City

COLUMBUS, Ohio – October 3, 2007 – DOmedia (www.domedia.com) launched its first online marketplace and community designed specifically to support the alternative advertising industry as part of Advertising Week in New York City on Wednesday, September 26, 2007 at the Outdoor Advertising Association of America (OAAA) STAR Showcase. The site was developed to help both media buyers and sellers connect more efficiently, while promoting the creative use of alternative and non-traditional advertising in marketing campaigns. Response to the new business model and web site was overwhelmingly positive.

As iPods, DVRs, news feeds and destination websites have become a part of everyday life, traditional advertising channels (television, radio and print) have become less effective means of communicating with target audiences. To combat this change in media consumption habits, marketers are increasingly leveraging the spaces where people work, live and play to integrate their messages into the lives of the consumers they want to reach. As a result, alternative/out-of-home advertising is now the second-fastest growing media channel, right behind the Internet. In fact, according to the *PQ Media Alternative Out-of-Home Media Forecast 2007-2011*, alternative out-of-home media spending is expected to continue its growth surge. Following a compound annual growth rate of 22.6% from 2001 through 2006, the category is expected to post a 28% growth rate for 2007.

As marketers increasingly turn to these alternative channels to supplement their existing media plans, they are encountering a highly fragmented industry, characterized by a few national and international companies, and thousands of local and regional players. This quality makes it both inefficient and, in some cases, virtually inaccessible for small and medium businesses. Even large corporations and advertising agencies find it difficult to plan and execute large-scale campaigns involving multiple asset owners and media companies. Additionally, innovation and technological advancements in the out-of-home space has created a dynamic media landscape, with new advertising opportunities popping up almost daily. Staying abreast of the constant change proves a challenge for both media buyers and asset owners.

In response to this environment, DOmedia founders Todd Cameron, David Hunegnaw and Jon Myers saw an opportunity to help both buyers and sellers connect more quickly and easily, allowing individuals and companies of all sizes to play a role in the growing alternative advertising landscape. At a high level, DOmedia CEO Todd Cameron describes the company's approach, "Technology has changed the way people consume media, making it more difficult to reach consumers with traditional media. In order for advertisers to reengage consumers more and more are integrating non-traditional advertisements into their campaigns. While these elements are highly impactful, they have traditionally been difficult to execute. DOmedia solves this problem by making a wider range of options quickly available to advertisers and streamlining the buying and selling process."

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About DOmedia

DOmedia was founded with the mission to simplify the buying and selling of alternative and unique advertising media inventory. People, places, things...you name it. DOmedia's online marketplace and community connect asset owners and advertisers as efficiently as possible. Innovative asset management tools and in-depth search functionality make participating in this growing advertising marketplace easier than ever. The company is privately funded and based in Columbus, OH. For more information on DOmedia, go to <http://www.DOmedia.com>.

About OAAA

The OAAA is the largest trade association representing the outdoor advertising industry. It is dedicated to leading and uniting a responsible outdoor advertising industry that is committed to serving the needs of consumers, advertisers and the public. The OAAA's nearly 1,100 member companies generates \$6.3 billion annually in ad revenues, representing more than 90% of industry income, and donates almost \$400 million in space to charitable organizations. (<http://www.oaaa.org>)

About PQ Media

PQ Media, the leading provider of alternative media econometrics, is an independent and forward-looking research consultancy providing media companies, brand marketers, media agencies and financial institutions with unbiased strategic intelligence that empowers them to make high-stakes investment decisions. PQ Media is located at Two Stamford Landing, Suite 100, Stamford, CT 06902 and can be reached by phone: 203-921-0368; fax: 203-921-0367; or website: <http://www.pqmedia.com>.

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