



## **DOmedia and Out Of Home Connect Merge to Create Premier Alternative Media Destination**

*COLUMBUS, Ohio – March 19, 2008* – DOmedia ([www.domedia.com](http://www.domedia.com)), a leading online marketplace for buyers and sellers of alternative advertising media, and Out Of Home Connect (OOH Connect, [www.oohconnect.com](http://www.oohconnect.com)), a resource network and searchable database for out-of-home media, today announce an agreement to merge the two companies.

“The merger will create a complete online destination for alternative and out-of-home media,” said DOmedia chairman Rich Langdale. “DOmedia provides the technology to accelerate the sales cycle, while Out Of Home Connect brings a wealth of industry experience and aggregated information clients can reference at any stage of the process. Merging the companies and respective personnel will dramatically accelerate the development of DOmedia.com as a content- and feature-rich Web sitetool for industry professionals.”

Terms of the deal were not disclosed and details of the integration are being finalized.

“The industry is much more fragmented than it was even five years ago. Joining our two sites will help bring efficiencies to the market and simplify the planning and buying process,” said Kimberly Ramser, managing director of OOH Connect. “Web sites like DOmedia and OOH Connect provide easier access to alternative and out-of-home media information for everyone involved in the process. Using technology, we are able to simplify the discovery and coordination of alternative advertising opportunities.”

DOmedia and Out Of Home Connect both address the growing alternative and out-of-home media market.

According to the PQ Media ([www.pqmedia.com](http://www.pqmedia.com)) Alternative Out-of-Home Media Forecast 2007-2011, industry spending is expected to continue its growth surge. Following a compound annual growth rate of 22.6 percent from 2001 through 2006, the category was predicted to post a 28 percent growth rate for 2007, making it the second fastest growing advertising channel behind the Internet.

### **About DOmedia**

DOmedia was founded with the mission to enable buyers and sellers of alternative advertising media to connect in the most efficient way possible, while simultaneously elevating the media channel’s profile. Through its marketplace and community, the site encourages the creative use of people, places and things (from place-based digital networks, to street teams, to sides of buildings and beyond) to communicate a marketing message. Innovative inventory management tools and in-depth search functionality simplify participation in this growing channel. The company is privately funded and based in Columbus, Ohio. For more information, go to [www.DOmedia.com](http://www.DOmedia.com).

### **About Out Of Home Connect**

Out of Home Connect was created for media planners to access the fragmented alternative out-of-home media market in one place. Out of Home Connect supplies agencies with the information to make the buying process easier and provides out-of-home companies more visibility. The company was formed by Kimberly Ramser, a veteran of the Outdoor Advertising Association of America (OAAA), where her responsibilities included providing research information on the out-of-home industry as well as supporting other advertising trade associations with standardization initiatives. More information on Out Of Home Connect can be found at [www.oohconnect.com](http://www.oohconnect.com).

### **Media contact:**

Tim Wieland  
248-304-1414  
[wieland@airfoilpr.com](mailto:wieland@airfoilpr.com)