



## DOmedia Appoints Jeff R. Lamb as President

COLUMBUS, Ohio – June 25, 2008 – DOmedia ([www.domedia.com](http://www.domedia.com)), an online marketplace for buyers and sellers of out-of-home and alternative advertising media, announced the appointment of Jeff R. Lamb as its president. In this role, Lamb will be responsible for the overall management of the DOmedia business, providing strategic direction and day-to-day guidance for the DOmedia team.

“We are very excited to add Jeff to the DOmedia team,” DOmedia Chairman Rich Langdale said. “DOmedia is poised for tremendous growth and adding a leader with Jeff’s experience as well as his unique blend of technical acumen and managerial skill will position the company to achieve our aggressive goals.”

Lamb joins DOmedia from Northlich, an advertising agency headquartered in Cincinnati, where he served as chief technology officer. During his tenure, Lamb led all digital initiatives for the company, including client Web site development and new account acquisition. As a result of Lamb’s leadership, Northlich added numerous clients and was named digital agency of record for White Castle Restaurants. Prior to joining Northlich, Lamb served as chief technology officer for Interactive Ink, leading that company’s Web site development efforts for clients such as the National League of Cities, CAS, Battelle and the Department of Defense. His work with Interactive Ink earned him recognition as one of the “40 Under 40” by *Business First: Columbus* in 2006.

“DOmedia is a revolutionary business concept and I’m thrilled to be involved,” Lamb said. “Our team is excited to continue building the top destination for the out-of-home advertising industry by breaking down inefficiencies that have stood as barriers for years.”

In addition to leading technology teams, Lamb has also been an entrepreneur. He founded Computer Wizards Consulting, a virtual computer consulting company focused on database-intensive Web applications. When Leader Technologies bought Computer Wizards Consulting, Lamb remained as chief technology officer and led the development of more than 60 patentable technologies.

Lamb graduated from the University of Illinois at Urbana-Champaign with a bachelor’s degree in computer engineering and went on to serve as an officer in the U.S. Air Force. He is still a Captain in the Air Force inactive reserve.

### **About DOmedia**

DOmedia is an online marketplace designed to enable buyers and sellers of out-of-home and alternative advertising media to connect in the most efficient way possible. Through its marketplace and community, the site encourages the creative use of people, places and things (such as place-based digital networks, street teams, sides of buildings and more) 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).

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