



Andrew Mansinne Appointed as DOmedia CEO

COLUMBUS, Ohio – February 25, 2009 – DOmedia (www.domedia.com), an online marketplace for buyers and sellers of out-of-home and alternative advertising media, announced the appointment of Andrew Mansinne as chief executive officer for the company. In his new role, Mansinne, who brings more than 20 years of experience in marketing and sales, will be responsible for the company's corporate vision and defining the overall strategic plan.

"I'm excited about the impact our team at DOmedia can have in the advertising industry," Mansinne said. "Our rapid growth shows that our business concept is resonating. DOmedia's online system helps solve the fragmentation issue that has historically challenged the out-of-home and alternative advertising sectors. In this way, we can help enable the media channel growth experts have been predicting."

Mansinne joins DOmedia from Foster's Wine Estates Americas, where he led brand marketing efforts for the Americas Region. At Foster's, Mansinne led a team of 100 brand, marketing services, trade marketing and consumer-direct professionals in Napa, California. He previously served for 12 years at Brown-Forman, ascending to the role of senior vice president. At Brown-Forman, Mansinne built a reputation as a leader who excelled at building strong performing brands through highly functioning teams. By the end of his tenure there, Mansinne had managed every wine business in the company's portfolio.

"Andy is a strong leader for the talented team we've built at DOmedia," DOmedia Chairman Rich Langdale said. "Our staff as well as our partners will benefit greatly from his leadership."

In addition to his experience in the wine and spirits industry, Mansinne also spent time in marketing at Quaker Oats and Ralston Purina. He earned his MBA from the Stephen M. Ross School of Business at the University of Michigan and a Bachelor of Arts degree from the University of Virginia.

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, 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.

Media contact:

Tim Wieland
248-304-1414
wieland@airfoilpr.com