



Former Microsoft Executive Jeff Bell Named Chairman of DOmedia

COLUMBUS, Ohio – May 5, 2009 – DOmedia (www.domedia.com), an online marketplace for buyers and sellers of out-of-home and alternative advertising media, announces the appointment of global marketing veteran Jeff Bell as chairman of the company. Bell brings to DOmedia more than 20 years of experience managing world-renowned brands and award-winning campaigns. His reputation for innovation is expected to accelerate the growth of DOmedia as he oversees the overall strategic direction for the company. Bell succeeds company co-founder Rich Langdale as DOmedia Chairman. Through his role with NCT Ventures (a primary investor in DOmedia), Langdale will continue to provide counsel and maintain an active presence in the company.

“We are very fortunate to have a seasoned industry veteran like Jeff Bell at the helm of our company,” said Langdale. “Jeff’s unparalleled experience and knowledge of the industry combined with his passion for innovation will serve DOmedia well as we set out to streamline the way that buyers and sellers of alternative and out-of-home media connect. I’m confident his leadership and vision will drive the company towards tremendous success.”

Most recently, Bell served as Microsoft’s Corporate Vice President of Global Marketing for the Interactive Entertainment Business, where he led Xbox to its first profitable year and launched Halo 3, Rock Band, Gears of War, and Guitar Hero II. In addition, Bell’s global marketing team oversaw the rapid expansion of the Xbox LIVE community from 4 million to more than 15 million members through the introduction of advertising, a video store including Netflix, and a premium transaction marketplace.

Before joining Microsoft, Bell served as Corporate Vice President at DaimlerChrysler, where he was largely credited with helping revitalize the Dodge, Jeep and Chrysler businesses, returning them to profitability in a significant turnaround from 2000 to 2006 with the Dodge Ram, Jeep Wrangler and the Chrysler 300 product launches. Bell led the Dodge “That Thang Gotta Hemi,” “Jeep Trail-Rated” and Chrysler’s “Inspiration Comes Standard” campaigns.

“DOmedia is introducing leading-edge technology to provide efficiency and value to a fragmented advertising and marketing industry,” said Bell. “Working alongside media planners, buyers, media companies and brands to bring creativity and innovation to the industry has long been a professional passion.”

A celebrated visionary and industry veteran, Bell has received numerous accolades and awards throughout his career. *Advertising Age* named Bell Interactive Marketer of the Year in 2005, Entertainment Marketer of the Year in 2007 and one of Marketing’s Top 50 in 2008. His work on the Halo 3 launch was also recognized with the Cannes Grand Prix Titanium Lion Award for best marketing campaign of 2008.

Bell holds a bachelor’s degree in history and Spanish from Kenyon College, a master’s degree in international economics from Johns Hopkins University, and an MBA from the Wharton School at the University of Pennsylvania. He serves on the boards of numerous start-ups and as a trustee of his alma mater, Kenyon College.

About DMedia

DMedia 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.DMedia.com.

Media contact:

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