



DOmedia Launches Improved Out-Of-Home and Alternative Media Marketplace Targeting Marketers and Ad Agencies

Web site serves to better connect fragmented players in rapidly growing industry

COLUMBUS, Ohio – August 5, 2008 – DOmedia (www.DOmedia.com) today announces the expanded launch of its online alternative media marketplace featuring media listings from property owners across the country. The extensive database includes a variety advertising opportunities in every market from a wide range of providers, including regional media companies such as Adopt A Beach and Floss Media Networks and national providers Clear Channel Outdoor and CBS Outdoor. Through this marketplace, advertising agencies and marketers can connect more quickly and efficiently with media property owners to execute creative, alternative advertising campaigns.

Since its beta launch last year, DOmedia has built a vast database of more than 25,000 alternative and out-of-home media listings from hundreds of media owners. This inventory translates into millions of advertising opportunities coast-to-coast covering a breadth of categories from wallscapes and digital networks to more niche offerings like branded parking lines and skywriting. The enhanced DOmedia site also includes a new campaign management tool and advanced search options to enhance the experience for both buyers and sellers.

“Alternative out-of-home advertising is one of the fastest-growing segments of the media industry according to PQ Media’s Alternative Out-of-Home Media Forecast,” DOmedia President Jeff R. Lamb said. “As the effectiveness of traditional advertising decreases and consumers spend more and more time on-the-go, advertisers are increasingly turning to alternative and out-of-home advertising options to connect with their target audience. The DOmedia Web site is designed to support this trend by creating a more efficient process to research, buy, sell and organize alternative and out-of-home media.”

In addition to developing a comprehensive database, DOmedia has added new campaign management features which allow buyers to easily save, share and organize listings. As buyers search the marketplace, they can save and classify a listing without navigating away from the search results. Buyers can also share listings with their internal teams or external clients from the search results page. The saved listings are available to the buyer at anytime to review, edit and manage. This tool is especially useful for those managing multiple campaigns and clients.

Finally, DOmedia’s advanced search capability returns more relevant results based on the buyer’s criteria. The search interface is user-friendly, intuitive and streamlined, making it easy to search by DMA, category and/or venue. From the search results page, buyers can quickly drill-down to the most relevant media listings while individual profile pages provide additional details including contact information, photos, and additional properties owned by the same company. Buyers can also quickly view demographic information for the area targeted by the asset on the same profile page.

“The new DOmedia site puts valuable information at the user’s fingertips, simplifying the process of finding, buying and coordinating alternative and out-of-home media,” Lamb said. “By providing the best experience for buyers on DOmedia.com when they are searching and organizing alternative media campaigns, sellers of these assets will easily connect with those interested in their media properties.”

DOmedia first unveiled the alpha version of the site at the TechCrunch MeetUp Event in July 2007 and has spent the past year working to implement industry feedback to enhance the site. During its beta phase, DOmedia merged with Out of Home Connect in March and acquired the Buyers’ Guide to Outdoor Advertising in June, adding additional media properties to the DOmedia database.

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.

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