



DOMedia Introduces Advanced Tools for Small to Mid-Size Sellers of Alternative, Traditional & Digital Out-of-Home Media

DOinventory and DOimprove Simplify the Business of Managing Media

COLUMBUS, Ohio – October 21, 2009 – DOMedia (www.domedia.com), the most comprehensive database and tool set for alternative, traditional and digital out-of-home media, introduces two new tools for small to mid-sized media companies and asset owners; DOinventory and DOimprove.

DOinventory enables small to mid-size media providers to manage their inventory of alternative, traditional and digital out-of-home media properties in one secure online platform. The tool helps media owners with 20 – 200 media properties manage their available media listings, ensuring that everyone who markets, sells or schedules within their organization has up-to-date and accurate information.

"The large-scale media owners have invested millions in creating advanced, intricate inventory management tools," said Andy Mansinne, CEO of DOMedia. "For small or mid-size media owners who may have relied on Excel spreadsheets or written files, DOinventory provides a simple and secure Web-based solution that ultimately saves them time and money, allowing them to focus on other areas of their business."

A sophisticated search builder in DOinventory allows media owners to find and search their properties by availability, category, type, and location. Results can be viewed in a detailed list or in a master calendar dashboard, allowing the owner a detailed or comprehensive overview. DOinventory also features a group scheduling tool that lets owners schedule or reserve a group of properties for a particular campaign, rather than individually.

"The DOinventory tool is impressive on several levels. The ability to quickly integrate our entire inventory into a central database is fantastic," said Ruben Garcia, president of JohnnyBoards, LLC. "Additionally, the features geared toward the operator such as utilization rates and inventory tracking make this a robust and valuable tool."

DOimprove is a suite of services designed to provide critical resources needed to help small and mid-size sellers compete. The first of these services is a comprehensive media audit. By engaging a third-party media audit through DOimprove, media owners will be able to view their properties through the eyes of a prospective buyer.

DOimprove's media audit provides small to mid-size media owners an analysis that highlights competitive strengths and identifies opportunities for improvement to help them better compete. Most importantly, the third-party validation an audit provides will be reflected in the company's DOMedia media profile and can increase a prospective buyer's confidence.

About DOmedia

DOmedia is the most comprehensive database and tool set for alternative, traditional and digital out-of-home media. Through its online 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. DOmedia currently has over 700 media sellers and 300 advertisers and agencies registered on the site, with more than 6,000 inventory searches performed monthly. The company is privately funded and based in Columbus, Ohio. For more information, go to www.DOmedia.com.

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