



DOmedia Acquires Buyers Guide to Outdoor Advertising Web site plans to take “Green Book” green

COLUMBUS, Ohio – May 28, 2008 – DOmedia (www.domedia.com), an online marketplace for buyers and sellers of out-of-home and alternative advertising media, announced it has acquired the Buyers Guide to Outdoor Advertising. Commonly referred to as the “Green Book” for its unique green cover, the Buyers Guide to Outdoor Advertising is an annual printed directory listing hundreds of out-of-home media properties across the country, including rate and contact information for each location.

Under DOmedia’s management, the Green Book will transition from a printed publication to an online reference. With the permission of current Green Book clients, all media and contact information will be added to the DOmedia Web site for easy access.

“For more than 20 years, the Green Book has been a key tool for the outdoor advertising industry,” DOmedia Chairman Rich Langdale said. “DOmedia.com is the evolution of the Green Book. By placing the information online, DOmedia can offer the most up-to-date property information, while also reducing the amount of paper previously used to print the book. In essence, DOmedia is making the Green Book green.”

The Buyers Guide to Outdoor Advertising was launched by former Outdoor Advertising Association of America (OAAA) President Frank Cawl. The Guide was purchased by Leading National Advertisers (LNA) and subsequently owned by Competitive Media Reporting (CMR) and later TNS Media Intelligence. TNS sold the publication to current owner Robert Clark in 2006. Clark managed the database and software systems for the Green Book since its inception and has acted as publisher for the past two years.

“This acquisition furthers DOmedia’s goal of being the leading destination for the out-of-home advertising industry,” Langdale said. “Media buyers and sellers who were using the Green Book will now be able to connect more efficiently through DOmedia. Independent companies who had been listing in the Green Book will now have an expanded audience while also establishing a presence on the Web. Buyers who had been using the Green Book as their primary outdoor advertising resource will now be able to search the entire DOmedia database to find the best advertising options to meet their needs.”

Terms of the deal were not disclosed. The acquisition of the Buyers Guide to Outdoor Advertising follows DOmedia’s merger with Out of Home Connect in March.

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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