

FOR IMMEDIATE RELEASE

ACCESS 360 MEDIA APPOINTS RANDY GERSTENBLATT EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT

New York, NY – March 15, 2011 – Access 360 Media (<http://www.access360media.com>), a leader in the digital place-based media category, today announced the appointment of **Randy Gerstenblatt** as Executive Vice President, Business Development. He will lead the company's efforts to build strategic advertising and media partnerships, leveraging the Access 360 Media networks Mallvision and AMNtv.

Gerstenblatt joins Access 360 Media from **Six Flags Entertainment Corporation**, where he served as Senior Vice President, Corporate Alliances. During his tenure there, Gerstenblatt built national and local sales teams and forged client-specific strategic sponsorship and media partnerships, resulting in annual double digit revenue increases.

"We are very pleased to have Randy join the team and lead our business development efforts," said Williams. "We are entering a very important and exciting phase for the company, as we've recently received significant capital and are heading into a period of increased expansion. The place-based media industry is a very exciting space with a ton of potential we're looking forward to being at the forefront with Randy on board."

Before joining Six Flags, Gerstenblatt served as Senior Vice President, Customer Marketing at **ESPN**, where he spearheaded the multiplatform sales and business development efforts for ESPN's portfolio of media assets. Prior to ESPN, Gerstenblatt was Director, Group Station Sales for **ABC National Television Sales**. Gerstenblatt is a graduate of the University of Miami.

"Access 360 Media is a very exciting opportunity for me; the company is extremely well positioned in an interesting industry with huge opportunity to grow both organically and through the potential for acquisition," said Gerstenblatt. "Their combined platform of malls and sports venues is extremely attractive to both advertisers and potential media partners, and I'm looking forward to doing great things there."

Access 360 Media in January secured a \$12M Series C round of funding from Columbia Capital and Mission Ventures. Access 360 Media comprises two distinct but complementary networks. In-mall television network **Mallvision** programs screens in shopping malls across the country's most desired DMAs and includes an exclusive partnership with the **Simon Property Group, Inc.** **AMNtv** is the nation's largest in-venue sports and entertainment TV network, providing brands access to more than 100 million passionate fans attending sporting events, concerts and family entertainment events annually. Presently, Access 360 networks are available nationwide on over 20,000 screens in approximately 100 locations, with the potential to reach more than 54 million viewers each month.

About Access 360 Media

Access 360 Media is a leading place-based media and marketing solutions company with multiple digital networks in entertainment, sports and shopping destinations nationwide. Access 360's presence in the marketplace infiltrates a highly desirable space and brings together the benefits of traditional and non-traditional media, connecting brands to passionate and receptive consumers on a daily basis. With more than 20,000 screens in over 100 locations, Access 360 has the potential to reach more than 54 million viewers each month.

Access 360 Media's two primary networks, AMNtv, the nation's largest stadium and arena television network, and Mallvision, premiere in-mall television network, engage viewers with a combination of live programming and relevant short-form content, enabling advertisers to develop and implement targeted programs with valuable results. Access 360 Media operates its networks in-house, and is partnered with over 50 professional sports teams and affiliated entertainment venues, Simon Property Group, Inc. – America's largest developer of shopping malls – and third party content providers

###

For media inquiries, please contact:

The Morris + King Company for Access 360 Media
Katie Smith-Adair
212-561-7475
katie.smith-adair@morris-king.com