

**ART WILLIAMS, VETERAN DIGITAL AD EXEC AND INTERNET PIONEER,  
NAMED CEO OF ACCESS 360 MEDIA**

***Leading Next-Generation Out-of-Home Media and Marketing Company  
Announces New Executive Team***

**New York, NY – July 29, 2010** – As it moves to further strengthen its leadership position in the place-based media category, **Access 360 Media** (<http://www.access360media.com>) has installed a new executive team at its headquarters in New York. Veteran digital advertising executive and Internet pioneer **Art Williams** assumes the role of Chief Executive Officer (CEO) while **Lon E. Otremba** has been elevated to Chairman. **William Powers** has been named Executive Vice President of Sales and will lead a fast-growing national sales team. **Dave Roberts**, Access 360's Executive Vice President of Team Partnerships, will be responsible for managing the company's strategic partnerships, and **Corey Silverman** has been appointed Executive Vice President of Marketing to manage communications and business development of this next-generation media and marketing solution company.

Prior to Access 360's seamless acquisition of Arena Media Networks (AMN) in April of this year, Williams served as co-founder and CEO at AMN, which he and Roberts built into the premier digital place-based media firm in the U.S. In his new role, Williams is responsible for day-to-day operations, setting strategic direction and implementing synergistic business initiatives for Access 360's combined multi-platform digital network, which offers comprehensive and innovative retail, sports and entertainment advertising and marketing solutions for all demographics. He also manages senior-level relationships with professional sports team partners, **Simon Property Group, Inc.** property partners and major affiliated clientele.

Williams' priority is to help advertisers harness the power of Access 360's two premier products: **Mallvision**, an exclusive partnership with retail developers such as **Simon Malls** to program screens in shopping malls across the country's most desired DMAs, and the newly acquired AMN digital network, **AMNtv**, the nation's largest unwired 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 nearly 20,000 screens in approximately 100 locations, with the potential to reach more than 54 million viewers each month.

"The terrific aspect of both Mallvision and AMNtv is that they don't compete with what the consumer is doing," said Williams. "They enhance and complement the experience, so advertisers not only have unprecedented access, but can utilize these unique platforms to establish connections for their brands."

To serve clients better, in addition to revamping its web site and sales materials, Access 360 is expanding its nationwide sales operations. Access 360 in Los Angeles is now a dedicated sales office, with three representatives on board. The company also has established a Chicago sales arm and is looking at other markets as well.

Additionally, Williams and the Access 360 team are developing a new content strategy for Mallvision to be launched shortly.

“There’s a lot of activity here at Access 360, and the benefits to advertisers and brand managers are growing,” promised Williams. “Besides the obvious synergies of the digital networks, we’re expanding our sales force and making creative moves behind-the-scenes to roll out enhanced product offerings that are sure to be game-changers in the industry.”

### **About Access 360 Media**

Access 360 Media is a leading place-based media and marketing solutions company that connects brands with consumers from points-of-passion to points-of-purchase. Its networks – **AMNtv**, the nation’s largest stadium and arena television network, and **Mallvision**, the premiere in-mall television network – engage viewers with a combination of live programming and relevant short-form content. With more than 20,000 screens in 100 locations nationwide, Access 360 has the potential to reach more than 54 million viewers on a monthly basis. It is headquartered in New York City and has sales offices in Los Angeles and Chicago.

Via **AMNtv**, Access 360 Media reaches passionate fans attending sporting events, concert and family events in more than 50 venues in partnership with more than 60 professional sports teams, combining the power of traditional TV with place-based media through live game feeds, sponsor ad breaks, team/player highlights and sports updates.

Through relationships with retail developers across the country, including an exclusive long-term agreement with Simon Property Group, Inc., America’s largest developer of shopping malls, Access 360 Media operates **Mallvision**. **Mallvision** delivers sight, sound and motion via a brand-building media platform at the point where upscale consumers are in the mindset and in close proximity to purchase.

Access 360 Media also delivers a suite of mobile services that provides economical, turnkey solutions to enable brands and retailers to create a mobile connection with their customers.

Access 360 Media’s clients include a roster of Fortune 500 companies and top brands such as Proctor & Gamble, Macy’s, Verizon and General Motors.

# # #

For media inquiries, please contact:

The Morris + King Company for Access 360 Media  
Katie Smith-Adair