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TARGETED MEDIA, INC. EXPANDS COVERAGE OF SOUTHEAST

NEW YORK, NY—April 27, 2007—Targeted Media, Inc. announced the addition of Jennifer King to their sales team, in the role of Account Manager. King will be working in the Atlanta office, covering Georgia, South Carolina, Tennessee, and Alabama. This will be the first time a Targeted Media Account Manager will be specifically assigned to these states.

King has more than 10 years' marketing experience, and has worked with both consumer product and pharmaceutical clients, most recently as Account Supervisor at Adair-Greene Advertising in Atlanta. King attended Georgia State University, where she earned degrees in Journalism and Film.

“The addition of Jennifer King to our sales force is great both for Targeted Media and for marketers throughout the Southeast,” said John Kenyon, Targeted Media Vice President of Sales. “Her breadth of knowledge on how to best communicate a brand’s message to a highly specific audience will translate into outstanding results for our clients.”

Targeted Media, Inc. wraps leading magazines with custom marketing messages and delivers them to a highly targeted audience based on advertisers’ needs. Targeted Media offers two programs: One-to-One, which reaches specific individuals (like CEOs or community leaders), and Public Place, which places wrapped magazines in strategic locations (like physicians’ waiting rooms or salons). Targeted Media is a division of Time Inc., a wholly owned subsidiary of Time Warner, Inc., the world’s leading media and entertainment company (NYSE: TWX).

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