

FOR IMMEDIATE RELEASE

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TARGETED MEDIA, INC. ANNOUNCES NEW PHARMA ACCOUNT MANAGER

NEW YORK, NY —February 7, 2007—Targeted Media, Inc. announced the addition of Kevin Coffey to their sales team, in the role of Account Manager. Coffey will be working in the New York market, specifically covering the pharmaceutical category.

Coffey has extensive sales experience, most recently as Senior Pharmaceutical Sales Representative at GlaxoSmithKline. He attended Le Moyne College in Syracuse, NY, where he earned his BS in Business Administration with a minor in Philosophy.

“I am thrilled that Kevin has joined our team,” said John Kenyon, Targeted Media Vice President of Sales. “He brings a wealth of sales experience and first-hand knowledge of the pharmaceutical industry, and I know he will be a valuable addition.”

Targeted Media, Inc. wraps leading magazines with custom marketing messages and delivers them to a highly targeted audience based on marketers’ needs. Targeted Media offers two programs: One-to-OneSM, which reaches specific individuals (like CEOs or community leaders), and Public PlaceSM, 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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