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FOR IMMEDIATE RELEASE

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TARGETED MEDIA, INC. EXPANDS COVERAGE OF MID-ATLANTIC

NEW YORK, NY—June 18, 2007—Targeted Media, Inc. Vice President John Kenyon announced the addition of Mary Gallagher to their sales team, in the role of Account Manager. Gallagher will be working in the New York City office, covering Pennsylvania, Central and Southern New Jersey, Washington D.C., Maryland, and Delaware.

Mary has spent her entire career on the publishing side between marketing and sales roles – mainly within Time Inc. and most recently with *People* Magazine. Her account background is primarily pharmaceutical and package goods. Gallagher earned her B.S degree from Boston University in Mass Communications. She resides in Monmouth County, New Jersey with her husband and three young children.

"Mary is well recognized in the industry and has a proven track record for delivering significant results for her clients," said Kenyon. "Her understanding and experience in the advertising business make her a tremendous asset and we are extremely excited to have her as part of the Targeted Media team."

Targeted Media, Inc. cover 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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