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FOR IMMEDIATE RELEASE

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**TARGETED MEDIA, INC. EXPANDS COVERAGE
OF NORTHERN CALIFORNIA AND PACIFIC NORTHWEST**

NEW YORK, NY—July 17, 2008—Targeted Media, Inc. Vice President John Kenyon announced the addition of Maureen Layag to their sales team, in the role of Account Manager. Layag will be working in the San Francisco office, covering Washington, Oregon, Idaho, Montana, Wyoming, and Northern California.

Layag has more than 13 years' marketing and advertising experience, and has worked with both consumer product and technology industries. Maureen began her career in child advocacy work in Baltimore. She moved to San Francisco in 1996 and joined the media planning team at Goodby, Silverstein and Partners working on such accounts as Pacific Bell, Alaska Airlines, and Polaroid. She moved over to Grey Global Group/Mediacom San Francisco to focus on international advertising for the Oracle account in 2000. Most recently, Maureen was at Ackerman McQueen as VP, Group Media Director working for the past 5+ years on Juniper Networks and LeapFrog Enterprises. Layag attended Providence College in Rhode Island, where she earned her BS in Marketing.

"Maureen's expertise will be very valuable to Targeted Media and the greater San Francisco market," said Kenyon. "Her unique perspective will enhance the level of strategic thinking we provide to our clients."

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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