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FOR IMMEDIATE RELEASE

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TARGETED MEDIA, INC. EXPANDS COVERAGE OF SOUTHWEST

NEW YORK, NY—May 19, 2008—Targeted Media, Inc. Vice President John Kenyon announced the addition of Ray Arguello to their sales team, in the role of Account Manager. Arguello will be working in the Dallas office, covering Texas, Oklahoma, Kansas, Arkansas and Louisiana.

Arguello has more than 18 years' advertising and marketing experience including traditional print and online sales, media planning, direct marketing and client services. Most recently, Arguello worked for Southern Living and MyRecipes.com as Southwest Account Manager where, in addition to varied account service responsibilities, he managed the successful launch of the Southern Living Barbecue on Tour Program. Ray also held media planning and directing positions at Y&R and FCB in Los Angeles and San Francisco before moving into sales. Arguello attended the University of Texas at Austin where he earned his Degree in Communications.

"We are pleased to have Ray as part of the Targeted Media team. He has a wealth of industry expertise," said Kenyon. "Ray's proven track record and consultative approach to selling fits perfectly with Targeted Media's strategy."

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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