



1271 Avenue of the Americas, 16<sup>th</sup> Floor  
New York, NY 10020

**FOR IMMEDIATE RELEASE**

Contact: John Kenyon  
Phone: 212-522-2002  
Email: john\_kenyon@timeinc.com

TARGETED MEDIA, INC. ANNOUNCES ADDITION OF *REAL SIMPLE* TO PORTFOLIO

NEW YORK, NY—April 17, 2009— Targeted Media, Inc. is pleased to announce the addition of Ad Age “Hottest”, *Real Simple* to the Targeted Media portfolio. *Real Simple* will be joining Targeted Media effective with October 2009 issues.

*Real Simple* complements and enhances the Targeted Media portfolio of national magazines with its strong reach and sought-after demographics. *Real Simple*'s unique blend of practical and inspirational editorial resonates with busy, educated women each month. Whether they're entertaining, organizing, shopping, working, connecting with friends or making time for themselves, these women trust *Real Simple* to provide inspiring ideas and practical solutions to make their lives easier and better.

“We are so proud to announce the addition of this prominent title,” said John Kenyon, Targeted Media Vice President. “This expansion of the Targeted Media portfolio will allow us to reach a new audience and continue to deliver unparalleled results for our marketing and advertising partners.”

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 cover 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).

####