



Press Release

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Color-Blind Internet Sees Green

(Feb 19, 2007- Woodcliff Lake, New Jersey) To get more of the \$16 Billion spent on internet advertising, TAG Inc. announced the formation of a multicultural online advertiser network, **Targeted Media Online**. TMO is the first broad reach media vehicle targeting African-Americans online.

TMO debuts with 1,725,000 monthly visitors across its web affiliates, generating over 24 million monthly impressions. This makes the TMO Network larger in base audience size than the largest Black magazines. TMO will continue to grow through ongoing evaluation and acceptance of websites that meet their criteria.

African Americans' usage of the internet is nearly 80% which is almost comparable to the general market. A *2006 Pew Internet Report* revealed African Americans' purchase of high-speed Internet access increased by 121% from 2005. Blacks report spending more time daily as well as weekly, surfing the web than does the general market. The color-blind nature of the Internet has been cited as one reason for Blacks' embracing the media form.

According to Henry Howell, TMO Sales Director, "The online audience numbers have always been there, hidden in pockets across the net. Until TMO, there wasn't an efficient way for advertisers to tap into the large numbers of Blacks online. That era is over."

Like the Internet in general, the TMO Network attracts a younger, tech savvy audience desirable to most major advertisers. "We will be selling TMO as a network buy for the most part" Howell stated. "The internet allows us to provide precise audience targeting, geographically and behaviorally."

Lifestyle channels found on the TMO Network include *Sports, Music, Dating & Networking, Health & Home, Urban Youth, Financial, Travel, and Cultural Heritage*.

For more information on the TMO Multicultural Advertiser Network, contact sales@targetedmediaonline.com.

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