



PRESS RELEASE

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New Online Multicultural Publications Debut

(February 10, 2009 – Woodcliff Lake, NJ) Targeted Advertising Group (TAG) announced the upcoming launch of new digital publications created especially for multicultural audiences under its **Targeted Media Online** (TMO) umbrella.

The first ezine to launch will be “*The Penny Wiser*” (www.the-penny-wiser.com) whose editorial focuses on “Urban Consumerism”. The Penny Wiser will be distributed to 1 million Black and Latino females quarterly using permission email.

The Penny Wiser’s consumerism content and display advertising space is organized around 8 lifestyle channels. The latest Web 2.0 design and user applications are planned, including User Forums, Printable Coupons, and consumer alert & recall notices.

The internet is second only to TV in terms of usage by U.S. multicultural groups and email marketing has the highest ROI of any online marketing tool. TAG President, Marla Currie states “With all the fear around the current peanut product contamination and Lead in our children’s toys, the timing couldn’t be better for the debut of an online repository for relevant, urban shopping wisdom and consumerist information.”

TMO (www.targetedmediaonline.com) has operated as a web advertising publisher network since its inception in 2006. With these new entries, TMO expands its online offering to include publishing as well as distribution.

“This is terrific opportunity for advertisers targeting Black or Latino women online to reach huge numbers of them in an ROI vehicle that is a relationship builder. These vehicles are a new class of media for both consumers and the marketing community.”

The Penny Wiser debuts in mid-March 2009.

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