



PRESS RELEASE

Contact: Shannon Janean
551 | 574-1983

Urban Online Publication Debuts

(July 20, 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 magazine to launch will be “*The Penny Wiser*” (www.penny-wiser.com) whose editorial focuses on “Urban Consumerism”. The Penny Wiser will be distributed to 1,000,000 Black and Latino females quarterly.

The Penny Wiser’s consumerism content is organized around 6 lifestyle channels. The latest Web 2.0 design and user applications are features of the vehicle including User Social Forums.

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 recent turmoil in the financial markets that have disproportionately affected these consumers as well as product safety around the recent food contamination scares, 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 guaranteed delivery of huge audience 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 September 2009.

- end -

