



**FOR IMMEDIATE RELEASE**  
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**MICRO TARGET MEDIA, A LEADER IN ALTERNATIVE OUTDOOR ADVERTISING,**  
**TRANSFORMS PORTABLE RESTROOMS INTO HIGH-IMPACT ADVERTISING**  
**STRUCTURES AT AIDS WALK NEW YORK AND THE INDY 500**

**New York, NY (Thursday, May 18, 2006)** – For two consecutive weekends this May, Micro Target Media (MTM), a leader in bringing cutting-edge technology to alternative outdoor advertising, will supply the world’s largest AIDS fundraising event, AIDS WALK New York, and the 90<sup>th</sup> Running of the Indianapolis 500 with targeted captive audience portable restroom advertising. As an added benefit to advertisers, Micro Target Media will have cleaning attendants on-site at both events. This special service ensures, the advertisers’ brand equity is protected and event attendees have a visually exciting and aesthetically pleasing experience.

On Sunday, May 21, 2006 **AIDS WALK NEW YORK** will be the first cause-related outdoor event to use the innovative Micro Target Media enhanced portable restrooms. For this premier AIDS-related annual fundraising event, Micro Target Media’s unique form of outdoor advertising will create a 360-degree visually stunning billboard effect in the center of Central Park. The advertising structure will be viewed by an expected 45,000 event attendees and hundreds of thousands of regular weekend park users.

**At the 2006 Indianapolis 500 race weekend, May 24-28, Micro Target Media will bring the enhanced portable restrooms to “The Greatest Spectacle in Racing.” The MTM-wrapped portable restrooms will deliver to its advertiser—the “i am Indy” campaign—uninterrupted exposure to a captive audience attending one of the most famous races in motor sports.**

MTM has integrated advanced technology with **eye-catching visuals** to transform a necessary resource into a unique advertising platform. Using **RFID and GPS technology**, MTM is also able to give advertisers web-based proof of performance. This MTM enhanced portable restroom creates targeted messaging and delivers event organizers, advertisers and sponsors measurable data for valuable market research.

**About Micro Target Media**

Micro Target Media is an alternative outdoor advertising company, specializing in portable restroom advertising. Through exclusive worldwide partnerships with leading portable restroom operators, Micro Target Media breaks through traditional advertising clutter to engage targeted consumers, one on one, at world-class special events and construction sites.

Micro Target Media’s in-house operations, proprietary systems and production facilities enable us to be the only provider of portable restroom advertising for key-market campaigns in North America, Europe and Asia. More information about Micro Target Media is available at [www.microtargetmedia.com](http://www.microtargetmedia.com).

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