



**FOR IMMEDIATE RELEASE:**  
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**MICRO TARGET MEDIA SCORES ANOTHER EVENT MARKETING  
SUCCESS USING ITS HIGH-IMPACT PORTABLE RESTROOM  
ADVERTISING STRUCTURE AT THE MAJOR LEAGUE BASEBALL  
ALL-STAR GAME**

**New York, NY** (Thursday, July 13, 2006) – Micro Target Media celebrates its most recent deployment of its high-impact portable restroom advertising structures (MTM•AdS) at the Major League Baseball All-Star Game earlier this week. The 58ft long and 8ft high bank of restrooms were wrapped on all four sides with the MLB All Star Week brand and a restroom trailer was outfitted with the MLB International, ESPN and Fox Sports brands.

Located in the MLB All-Star Sponsor Zone, the wrapped portable restrooms and trailer ensured uninterrupted visibility for MLB's brand advertising to an audience 100% qualified to care about their product as well as creating a visually pleasing restroom environment for all the fans to enjoy.

"We are excited to have the opportunity to work with one of the greatest American brands (MLB) and to help them enhance their fan's game day experience as well as promote their MLB All-Star Week brand," states Terry Popowich, Chairman, Micro Target Media.

In May, Micro Target Media's MTM•AdS were on-site at two major events, AIDS Walk New York and the Indy 500. In New York City, units were wrapped to promote Motown recording artist *India.arie's* new album and the AIDS Walk New York brand. The portable restrooms at the Indy 500 were wrapped to promote the Indianapolis Motor Speedway's "I am Indy" campaign.

Leif Green, Executive Director, AIDS Walk New York, comments "In fundraising event planning, portable toilets have always been a very necessary but unsightly blemish on the venue. Now, thanks to MTM, they are attractive, electrifying, and a fantastic new resource for additional sponsorship dollars."

Micro Target Media is a leading outdoor advertising company specializing in portable restroom advertising. Through exclusive media placement agreements with leading Portable Restroom Operators worldwide, Micro Target Media breaks through traditional advertising clutter to engage targeted consumers, one on one, at world-class events and construction sites.

Micro Target Media's in-house operations, proprietary systems and production facilities enable Micro Target Media 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 online at [www.microtargetmedia.com](http://www.microtargetmedia.com).

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