



FOR IMMEDIATE RELEASE
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**MICRO TARGET MEDIA, AN INNOVATOR IN OUT-OF-HOME MEDIA AND
TECHNOLOGY, HITS THE ROAD WITH GM AND THEIR AWARD WINNING HARD DAY'S
WORK TOUR.**

New York, NY (Tuesday, August 21, 2007) – Micro Target Media, a leader in out-of-home media and technology, hits the road on September 13, 2007 with General Motors, the world's largest automaker, for their award winning Hard Day's Work Tour. The tour, designed to showcase the GM fleet division, which appeals most to small-business owners, will begin in Denver, CO on September 13, and will span across 13 cities in the US for the next four months.

Micro Target Media will add to what was already a very successful event, by showcasing Micro Target Media Advertising Structures (MTM•AdS), and their latest tracking technology at each of the events. Micro Target Media uses state-of-the-art technology and magazine quality graphics to transform portable restrooms and other non-traditional media into MTM•AdS - wrapped portable restroom units that create a 360° eye-level billboard effect that elevate brands above the traditional advertising clutter. In addition to the exterior wrap, two interior frames located within each unit will enhance the GM brand and help build engagement.

Micro Target Media will also highlight its technological capabilities at each event by showcasing its RFID, GPS and people counting technology (proximity sensors) tools, which capture audience measurement, tracking and performance data. By using the latest data collection technology, Micro Target Media will support one of GM's primary objectives of developing a mechanism by which they can measure the success of the tour.

"We are truly looking forward to working with such a world-class company like GM. Our mission is to enhance their already incredibly successful tour by offering them the tools they need to measure those successes," said Vince Laraia, General Manager, Sales and Marketing, Micro Target Media.

In conjunction with Lowe's Home Improvement Centers, the Hard Day's Work Tour will make morning stops at Lowe's stores and offer complimentary breakfast, tool giveaways, a sweepstakes, as well as incentive coupons valued at \$500 for those interested in purchasing or leasing new vehicles. In the afternoon, the tour will head out to real construction sites to give those that didn't get an opportunity to make it to the Lowe's store, a chance to see some of GM's latest newest vehicles as well as participate in giveaways and sweepstake offerings.

After launching in Detroit, the tour will make appearances in several cities in California, Texas, Louisiana, Florida and Colorado.

The tour is promoted by the GM Business Choice program that is available to qualified business customers. GM's Hard Day Work Tour was such a success in 2006 GM was selected as an Ex Award winner for the Best Mobile Marketing Program (B-2-B) category.

About Micro Target Media

Micro Target Media is an innovative out-of-home media and technology company that provides strategically positioned, high-visibility advertising globally. Micro Target Media uses state-of-the-art technology and magazine quality graphics to transform portable restrooms and other non-traditional media into Micro Target Media Advertising Structures (MTM•AdS).

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. For more information about Micro Target Media, go to www.microtargetmedia.com.

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