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Contacts:

Callaway Zuccarello
Callaway & Company
Phone: 314.862.4300
E-mail: callaway@secondstreetmedia.com

Peter Conti
Borrell Associates
804.360.9434
pconti@borrellassociates.com

“Online Promotions to Triple by 2012 – Are You Ready to Profit?” Free Webinar to be Hosted by Borrell Associates and Second Street Media

St. Louis, MO – Feb. 9, 2009 – Second Street Media Solutions announced today that it is sponsoring a free Webinar for local media management to learn how they can profit from the exponential growth of online promotions.

Called “Online Promotions to Triple by 2012 – Are You Ready to Profit?” the Webinar will be held on Feb. 24 at 1 p.m. CST and is co-hosted by local advertising expert Borrell Associates.

While traditional forms of interactive advertising such as banner ads are experiencing significant declines, online promotions and contests are booming with local advertisers and their advertising dollars.

“Online contests are the silver lining in local advertising today – the story local media have been looking for,” said Borrell Associates Senior VP Peter Conti. “Because online contests are drawing readers to interact with and embrace media sites, they are a critical and fast-growing tool for generating online ad dollars today.”

To participate in the Feb. 24 webinar, and learn how to leverage contesting to grow your ad profits, reserve your Webinar seat at:

<https://www2.gotomeeting.com/register/164881361>

About Second Street Media Solutions:

Through the UPICKEM Custom Contest Engine, Second Street Media Solutions provides revenue-generating and audience-building contesting software to hundreds of the nation’s largest media companies, promotions agencies and corporations. For more information, visit

www.secondstreetmedia.com/upickemhome.aspx

About Borrell Associates:

Borrell Associates is the leading provider of local advertising research, data and strategic analysis. Borrell serves hundreds of media companies with detailed market advertising reports including WebAudit™, Local Ad \$pending™ (LA\$R™) and custom reports for the U.S., Canadian and U.K. markets. For more information, please visit www.borrellassociates.com.

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