



CONTACT:

For DMI Music & Media Solutions
Jessica Wolf
323-933-3399
jwolf@mprm.com



DMI MUSIC & MEDIA NETWORKS APPOINTS RADIO VETERAN JOAN GERBERDING AS SVP ADVERTISER SOLUTIONS

PASADENA, Calif. – March 18, 2008 – DMI Music & Media Networks, a division of DMI Music & Media Solutions that delivers customized place-based media audio programming to reinforce brand identity in consumer venues, announced that Joan Gerberding has joined the company as Senior Vice President Advertiser Solutions.

Gerberding brings to DMI more than three decades of experience in radio station management, including the design, and implementation of strategic growth initiatives for a variety of broadcast groups including Access 1 Communications and both Nassau Broadcasting Partners and its Jersey RADIO Network division. She also was instrumental in launching a digital place-based media signage company, Nassau Media Partners, an Outdoor division of Arbitron, and the Local Focus division of Focus360, a media rep firm based in NYC.

Radio Ink Magazine has named Gerberding eight consecutive times to their top fifty prestigious Most Influential Women in Radio list and in 2002, she was named both the number one "Most Influential Woman in Radio" and "Broadcaster of the Year." Ms. Gerberding has won a number of accolades throughout her career and is recognized as a strong advocate for the radio industry and women's increasing role within the field.

She has volunteered her time and expertise as a Board member of American Women in Radio and Television and was voted its national President for the maximum term allowed of two years; she has served as a Board member of the Radio Advertising Bureau, co-founder and spokesperson for eight years for the Most Influential Women in Radio group (MIWs), a member of the Steering Committee of the Paley Center for Media "she made it" program, and she holds the position of "subject matter expert" on the FCC Advisory Committee for Diversity. Most recently, along with Gloria Steinem and Jane Fonda she was part of a group of influential women who helped to found The Women's Media Center, "making the Female Half of the World Visible and Powerful in the Media" in New York City.

"As we focus on our continued plans for growth this year, Joan's incredible track record of experience with multiple broadcast groups and with new media will prove invaluable to our company's expansion," said Hal Stiles, general manager of DMI Music & Media Networks. "We're delighted to welcome Joan to the DMI team, where her passion and experience in providing unequalled service to her clients will fit right in here."

At DMI Music & Media Networks, Gerberding will be creating the company's national advertising sales team, focusing on providing advertiser and sponsorship solutions to national and regional brands, while contributing to the growth of DMI's leadership position within the retail in-venue



music industry. DMI's DMI Music & Media Networks division currently provides customized audio programming to dozens of leading national brands and retailers including Build-A-Bear Workshops®, Subway Restaurants, Fossil, United Airlines and McDonald's.

"The media industry has witnessed some remarkable technological development within the past few years and DMI Music & Media Networks has the right team in place to capitalize on emerging new media opportunities," Gerberding said. "This position allows me to keep one foot in radio and one foot in the dynamic place-based media industry. I am thrilled to join such a talented and innovative team of music industry professionals."

#

About DMI Music & Media Networks

DMI Music & Media Networks, a division of DMI Music & Media Solutions, delivers customized in-venue programming, entertainment, advertising and sponsorships to reinforce brand identity using major and independent label artists as well as customized brand messaging recorded in its world-class studios to create consumer targeted radio channels.

About DMI Music & Media Solutions

DMI Music & Media Solutions develops and executes comprehensive music branding strategies using the emotional power of music, interactive media, and non-traditional distribution channels to connect brands to consumers. DMI works with brands to create their soundDNA®— the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures.

DMI uses audio CDs, Enhanced-CDs, CRM, interactive web and mobile initiatives, and experiential marketing campaigns to break through to media-savvy consumers for clients such as 7UP, AARP, Build-A-Bear Workshop, General Mills, McDonald's, Nestlé Purina, Procter & Gamble, Subway, Target, Toyota, United Airlines, and Victoria's Secret.

DMI's tightly integrated divisions deliver "360-degree" branding capabilities including: music branding strategies (DMI Music Branding Group); in-venue audio and video programming (DMI Music & Media Networks); full-service recording and audio post facilities (Firehouse Recording Studios); the largest independent music library in the nation for television, film, and commercials (5 Alarm Music); an award-winning interactive design studio (Big Rig Interactive); and promotional music CDs (Disc Marketing). DMI is located in picturesque Old Town Pasadena, where its unique and charming campus resides in the historic 1889 Firehouse and Livery buildings.
www.dmimusic.com