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Press Release

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TIM DALY JOINS STARLITE MEDIA AS CEO

NEW YORK, NY, FEBRUARY 20, 2007: Starlite Media LLC, one of the fastest growing out-of-home advertising companies in the supermarket and shopping center outdoor advertising market, is pleased to announce that Mr. Timothy J. Daly has assumed the role of CEO of Starlite Media.

Prior to joining Starlite Media, Mr. Daly was the President and CEO of the Greenwich Global Financial Group of companies, and the founder and CEO of the Weston Group, Inc.

"I am very pleased to join Starlite Media at such an important period in their development," says Mr. Daly. "Starlite Media is poised to continue its stellar growth rate. We are well positioned in 9 of the top advertising markets in the United

States, and are building new sites as fast as we can to keep up with our advertising clients' needs. The unique positioning of our 4' X 6' outdoor advertising displays in front of supermarkets and shopping centers provides our advertising clients with a clutter-free, powerful message at or near the point of purchase. Our advertising clients love our Starlites because they can target customers with both a branding message and activation at retail right as they enter the supermarket," says Mr. Daly.



About Starlite Media LLC

Starlite Media is an out-of-home advertising company that owns over 1800 transit-shelter sized (4' x 6') advertising displays ("Starlites"). Starlites are strategically placed in shopping center parking lots and at the entrances of supermarkets in 9 of the top DMAs in the US. The properties are open-air shopping centers that are anchored by major supermarkets and other retail chains. Starlites reach consumers at the point of purchase, in an uncluttered advertising environment.

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