



MEDIA NETWORKS, INC.

MNI Digital Named Premier Media Partner for ad:tech New York

STAMFORD CT – August 26, 2008 – MNI Digital, a division of Media Networks, Inc., the leader in target market advertising, has been named a Premier Media Partner for ad:tech New York. The world's leading digital marketing event, ad:tech New York will be held November 3-6, 2008 at the Hilton New York.

"We're extremely proud to support ad:tech as a premier media partner," said Rob Reif, President of MNI. "As innovators in the field of geo-targeted advertising we feel it's important to support the cultivation of ideas, and there's no better place than the leading marketing conference of the digital age."

MNI fully embraces the ad:tech philosophy of transformation, and has helped clients evolve their advertising strategies to keep up with technology and consumer demand. "We've seen our online sales increase three-fold in the past 18 months, and we're getting numerous requests for more information on targeted mobile campaigns. The ad:tech New York show is a great place to connect with marketers and publishers who are on the cutting edge of digital," said Reif.

As a premier media sponsor, MNI Digital will be featured in all ad:tech marketing materials, including the event guide and website.

About ad:tech New York:

With 11 conferences in 7 countries, ad:tech is the world's premier digital marketing event. Founded in 1996, ad:tech brings together thousands of the most influential executives in the fields of advertising, marketing and media. ad:tech New York will be held November 3-6, 2008 at the Hilton New York.

About MNI:

The leader in target market advertising for nearly 40 years, MNI has relationships with premier print and online publishers. Through these relationships, MNI allows clients to target audiences both demographically and geographically, providing maximum reach without waste. MNI is a division of Time Inc., a wholly owned subsidiary of Time Warner, Inc., the world's leading media and entertainment company (NYSE: TWX).