



MEDIA NETWORKS, INC.

Media Networks, Inc. Debuts New Web Tool for Media Buyers

Planning Wizard Makes Geo-Targeting Easy Via New MNI Website

STAMFORD CT – September 2, 2008 – Media Networks, Inc. (MNI), the leader in target market advertising, today unveiled a new proprietary tool for media buyers as part of an exciting re-launch of the company’s website, www.mni.com. The MNI *Planning Wizard* allows visitors to the website to identify custom geo-targeted multiplatform advertising packages by submitting basic demographic, geographic and industry-specific criteria.

“We are very excited about the introduction of the new *Planning Wizard* tool on MNI.com,” said MNI President Rob Reif. “This technology gives every visitor to our website access to the kind of information that is necessary to implement an effective targeted advertising campaign. It’s particularly useful for small business owners and other local market advertisers who, for the first time, have a wide range of expert media analysis at their fingertips.”

The MNI *Planning Wizard* can be accessed directly from the newly redesigned homepage of www.mni.com. By entering target audience data like gender, age and income, geographic data (DMAs), and industry-specific information, users will return results about which MNI print package and digital advertising options best meet their needs. The results include a thorough analysis of subscriber information for all of MNI’s best-in-class magazine titles. On the digital side, the MNI *Planning Wizard* culls through a catalogue of 4,000+ MNI web partners and provides insight on the number of sites match the criteria submitted by the user.

Using the MNI *Planning Wizard*, advertisers are granted unprecedented access to more than 400 geographically and demographically distinct US markets through MNI’s rich portfolio of magazine titles and websites. MNI print advertising packages are segmented by magazine into nine lifestyle categories including, MNI News, MNI Entertainment, MNI Executive, MNI Family, MNI Home, MNI Luxury, MNI Health & Beauty, MNI MenStyle, and MNI Hispanic. The print capability is complimented by a fully integrated digital media service, boasting an extensive lineup of geo-targeted local and national media websites.

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).

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