

NEWS RELEASE

FOR IMMEDIATE RELEASE

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NEWLY FORMED ON COURSE MEDIA BRINGS GOLFERS AND ADVERTISERS TOGETHER

SAN DIEGO, Calif. — Newly formed On Course Media has announced its initial venture into the San Diego golf community by creating several new golf course advertising relationships. Specializing in creating “on-course” advertising for companies targeting the golf demographic, On Course Media has developed long-term agreements already with several San Diego County golf facilities, including Carmel Mountain Ranch Country Club, Doubletree Golf Resort, Stadium Golf Center, Del Mar Golf Center, and Cottonwood Golf.

On Course Media provides on-course advertising opportunities for businesses on its unique, back lit, mini billboards that are located in and around the clubhouses and pro shops of its golf course partner locations. For larger campaigns, On Course Media also provides advertising options mixed throughout the facilities and, in some cases, can even include full golf facility sponsorships.

“I am very excited about the future and the chance to develop strong partnerships with San Diego’s top golf courses, while allowing local, regional, and national advertisers to reach the golfer right where they play,” said Tony Carmean, the President of On Course Media. There is no better place to reach this desirable, affluent group,” Carmean concluded.

On Course Media plans to expand to over thirty golf courses in Southern California during the next twenty-four months, with an advertising reach of over two million golfers annually.

About On Course Media

On Course Media specializes in creating marketing and advertising opportunities with and on golf courses. Partnerships with Southern California’s finest golf courses allows On Course Media to reach hundreds of thousands of golfers on their field of play through creative advertising elements designed to engage the golfer in a one-on-one environment. On Course Media’s current client roster includes the PGA Tour, Donovan’s Steak and Chop House, KFMB-AM radio station, the Buick Invitational, Watchlight Corporation,

Golf Fest San Diego, and XX Sports Radio. Additional services of On Course Media include media planning and placement, advertising design and production, and sports sponsorship negotiation and implementation.

For more information about On Course Media you may contact Tony Carmean at 619-787-0600 or by e-mail at info@oncoursemedia.net, or you can visit the website at www.oncoursemedia.net.

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