

**IMMEDIATE RELEASE**

January 10, 2007

**NEWS**

Pink Sheets: ADSM

**ADS Media Group To Launch La Canasta de Valores™  
Targeting Fast Growing Hispanic Market Opportunity**

Company Building Advertiser Base in Preparation for Summer Launch  
Aimed at 2 Million Hispanic Households in California and Texas

Program is the Largest Direct-to-Door Advertising Co-Op  
in the United States Exclusively Directed at the Lucrative Hispanic Community

George P. Bush to Kick Start New Program During Company-Sponsored Event at  
SRI's 13<sup>th</sup> Annual Marketing to U.S. Hispanics & Latin America Conference

SAN ANTONIO, Texas – ADS Media Group, Inc. (Pink Sheets: ADSM) today announced it will roll out a major co-op initiative to deliver advertisers' messages to two million Hispanic households in California and Texas. The program, offered by ADS Direct Media, is believed to be the largest and most concentrated advertising initiative in the United States that exclusively targets the fast-growing Hispanic population. The company expects the program to enhance ADS Direct Media's stature as a leading direct-to-door advertising resource while providing a significant new source of recurring revenue.

Entitled La Canasta de Valores™, or "Basket of Values", the advertising program will launch in August with an initial two million household distribution in Texas and California, followed by a second two million household distribution scheduled for November. La Canasta de Valores is managed by Mayrah Rocafort-Mercado, a nationally prominent marketing executive who was recruited by ADS Media in early 2006 due to her wide recognition and strong marketing track record in the Hispanic community.

The centerpiece of the La Canasta de Valores program is La Buena Vida™, or "The Good Life", an ADS Direct Media-owned lifestyle and entertainment bilingual publication dedicated to the Hispanic community. The publication has separate California and Texas editions and features articles on travel, cooking, finance, sports and other topics along with coupons, advertisements and advertorials from participants in the La Canasta program. La Canasta de Valores, a festive poly-bag bearing the La Canasta logo, will contain a variety of advertisements, coupons and samples, as well as a copy of La Buena Vida. ADS Direct Media is currently lining up national, regional and local advertisers to participate in the program.

"La Canasta de Valores is a one-of-a-kind program designed to take advertisers' messages and samples directly to the doorstep of up to two million Hispanic households," said Rocafort-Mercado, ADS Direct Media's vice president of Hispanic marketing. "Our program offers advertisers benefits and results that they simply cannot achieve with conventional direct-mail advertising – all at a lower cost and with a more focused penetration of their target audience."

The ample size of the La Canasta de Valores delivery bag gives advertisers more options for creative advertising pieces and samples while providing a cost-effective alternative to postage and packaging charges. Additionally, advertisers benefit from ADS Direct Media's sophisticated mapping software, which enables the Company to target Hispanic households geodemographically down to the neighborhood level. Also, to provide maximum delivery assurance, ADS Direct Media uses GPS (Global Positioning Systems) for delivery tracking and verification. This allows ADS Direct Media's clients to follow the delivery, complete with daily updates and audit reports on Veritrac, the Company's online delivery tracking portal.

Rocafort-Mercado said ADS Direct Media will use the Strategic Research Institute's 13<sup>th</sup> Annual Blockbuster Marketing to U.S. Hispanics & Latin America Conference to kick start the program rollout before a captive audience of several hundred corporate marketers and advertising agencies focused on Hispanic communities nationwide. The conference takes place in Miami on January 21-23. ADS Direct Media is sponsoring a special event during the conference that will feature a keynote presentation by George P. Bush, son of Florida Governor Jeb Bush, focusing on the emerging opportunities for advertisers in the Hispanic community. Bush is a principal of Charter Holdings of Dallas, Texas, an investment firm that has an equity interest in ADS Media Group.

"The SRI conference is the gold-standard event for companies throughout the United States that are interested in penetrating the lucrative Hispanic community with their advertising messages," Rocafort-Mercado said. "Over the course of three days we will be meeting with, and presenting to, a captive audience of key decision makers representing national and regional corporations and Hispanic advertising agencies – all of which are keenly interested in reaching the Hispanic population in a cost-effective manner that produces tangible results. By allowing advertisers to spread the distribution costs among several other advertisers and guaranteeing a high degree of penetration of Hispanic households, we strongly believe La Canasta de Valores delivers on both counts."

#### **About ADS Media Group, Inc.**

ADS Media Group, Inc. provides direct-to-door advertising and marketing services to companies, institutions and government agencies through its wholly-owned subsidiary Alternative Delivery Solutions, Inc., under the trade name ADS Direct Media. The Company has a growing list of local, regional and national clients, including many Fortune 500 companies. ADS Direct Media has established a highly efficient delivery system capable of distributing advertising materials and samples direct to the front door of homes and small businesses. Using sophisticated mapping software, ADS Direct Media can target specific audiences, geodemographically, down to census block groups. This high degree of targeting is complemented by ADS Direct Media's ability to provide customers with state-of-the-art delivery tracking and verification services. ADS Media Group, Inc., is headquartered in San Antonio, Texas. For more information, visit [www.adsmediagroup.com](http://www.adsmediagroup.com).

#### **CAUTIONARY STATEMENT**

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in the Company's SEC filings. Specifically, statements in this news release about the efficacy and benefits of its products

and services, revenue growth, recurring revenue, launch of new products and programs, and new advertising customers are forward-looking statements that are subject to risks including availability of capital and personnel, customer preferences and advertising plans, and other factors. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at [www.sec.gov](http://www.sec.gov).

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