

IMMEDIATE RELEASE

January 23, 2007

NEWS

Pink Sheets: AMGU

ADS Media Group Announces 2 Major Customer Relationships to Promote National Consumer Brands Through Innovative Direct-to-Door Ad Delivery

Company Says Momentum With Existing and Anticipated New Major Customers Will Drive Improved Revenue and Profitability in 2007

SAN ANTONIO, Texas – ADS Media Group, Inc. (Pink Sheets: AMGU) today announced that its ADS Direct Media subsidiary expects to expand relationships with two major national clients in 2007 following the success of innovative, direct-to-door advertising programs that reached more than five million households during 2006.

Clark Doyal, president and CEO of ADS Media Group, said the Company is currently working with the two customers – both major national brands – to significantly expand on 2006 activities that included diverse direct-to-door delivery programs. He added that new business opportunities – from both existing and potential new customers – are growing and that the Company expects to achieve strong revenue growth and improved profitability in 2007.

“We are pleased to report that our 2006 programs with these two major customers were highly successful and that 2007 activities are expected to increase significantly over the prior year,” said Doyal. “These and other customers are benefiting from our ability to target households with a high degree of precision, to verify direct-to-door deliveries and, most importantly, to generate strong consumer response to our clients’ advertisements.”

Doyal noted that, for competitive reasons, both customers have requested that ADS Media not divulge their names. “Most of our high profile national accounts have requested we not use their names in our news communications, and we understand and respect their positions on this matter,” Doyal said. “At the same time, we believe it is important for our stakeholders to understand that we are the provider of choice for many top tier, Fortune 500 players in a wide variety of industries, including telecommunications, retail, restaurants, grocery, oil, consumer products, and other areas.”

Doyal said the two relationships referenced earlier involve one client in the quick service restaurant (QSR) space and another in the beverage industry. In the case of the QSR customer, ADS Direct Media conducted a concentrated 5-million household delivery of coupons in support of the client’s introduction of a new food service – a program that resulted in strong incremental sales increases for stores in the delivery area. That program is now under consideration for a national rollout in 2007. The second relationship involved a major beverage company that enlisted ADS Direct Media to implement a direct-to-door advertising campaign in several markets with large Hispanic populations – a key area of focus for that company. Again, the effort produced results and is expected to lead to increased activities with that client in 2007.

Doyal said ADS Media's anticipated growth is based on ADS Direct Media's ability to offer an effective, lower-cost alternative to traditional direct mail and print advertising. "We use sophisticated geo-demographic mapping software to target households down to the neighborhood level. In addition, we use GPS (Global Positioning Systems) for delivery tracking and verification. This allows our clients to monitor key aspects of the delivery through our Veritrac online portal, giving them confidence that our deliveries have been fully executed on schedule."

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, geo-demographically, 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.

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 expanding revenue, improving profitability, efficacy of the Company's products and services, expanding relationships with existing customers, are forward-looking statements that are subject to risks including availability of capital and personnel, customer preferences and acceptance of the Company's products and services, investors' attitudes about the Company's prospects and stock, 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.

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