

**IMMEDIATE RELEASE**

August 15, 2007

**NEWS**

OTCBB-AMGU

## **ADS Media Group Appoints Rick Banfield as Chief Distribution Officer**

SAN ANTONIO, Texas – ADS Media Group, Inc. (OTCBB-AMGU), a leading provider of direct-to-door advertising and marketing services under the ADS Direct Media brand, today announced the appointment of Rick Banfield as chief distribution officer. Banfield replaces Frank Campney, who has left the Company to pursue other interests.

Banfield brings to ADS Media more than 15 years of diverse operations and management experience. Immediately prior to joining ADS Media, Banfield was chief operating officer and director of customer services with UDP, a telecommunications billing services company based in San Antonio.

Prior to joining UDP, Banfield spent seven years with Sprint PCS, where he held positions of increasing responsibility, beginning with area systems integration manager and area business operations manager and progressing to sales operations manager and, more recently, performance operations manager. His previous assignments included quality assurance analyst with US Long Distance, director of operations with Robert Cefail & Associates, and quality control engineer with SCI Systems. Banfield is a 10-year veteran of the United States Air Force. He holds an MBA from Central Michigan University and a BSOE, Electronics Technology from Wayland Baptist University.

“Rick Banfield is a seasoned executive with a broad background in operations and particular strengths in helping growth companies improve efficiencies and profitability,” said Clark Doyal, president and CEO of ADS Media Group. “As CDO, Rick will have direct responsibility for operations and distribution services. We are excited about his addition to the senior management team and look forward to his contribution to our growth efforts.”

Banfield added, “I am excited to begin my new assignment with ADS Media Group and look forward to helping the Company strengthen its operations and distribution services. We have an excellent opportunity to expand our business and build on our leadership position in the direct-to-door advertising and marketing space.”

### **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 growth and expansion, improving operations and distribution, and efficacy of the Company's products and services 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](http://www.sec.gov).

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