

IMMEDIATE RELEASE

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NEWS

OTCBB-AMGU

**ADS Media Group Appoints Shayne Walters as VP Western Sales Region
and Rafael Iglesias as VP Eastern Sales Region**

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 appointments of Shayne Walters and Rafael Iglesias as regional sales vice presidents.

Walters, vice president, Western region, brings to ADS Media more than 20 years of experience in alternative, insert and direct mail media. He was the founder and former president of Carmen's Cupones y Consejos (Carmen's Coupons, Tips and Advice), a leading national Hispanic focused co-op direct mail program that reached three million Hispanic households in 11 states. He was previously director of national sales for Money Mailer, LLC, the second largest co-op direct mail company in the nation, where he was responsible for building an \$11 million annual revenue stream. In addition, Walters was publisher and senior sales executive for The Appetizer, a monthly direct mail publication for restaurateurs with a monthly circulation of 800,000 households in Southern California. He began his career with R.R. Donnelley & Sons Company, the Chicago-based direct response catalog and magazine printer.

Rafael Iglesias, recently promoted to vice president, Eastern region, joined ADS Media as director of sales for the Southeast region in early 2007. He brings more than 15 years of marketing, advertising and sales experience focused on the U.S. Hispanic market. Prior to joining ADS Media, Iglesias was a consultant to corporations and advertising agencies seeking to increase marketshare for products and services in the Hispanic community. His client experience includes Georgia Pacific, AC Delco, Uniroyal, Entenman's, Verizon Wireless, Terra.com, Air Jamaica, Chevrolet, General Motors, Nabisco, Dunkin' Donuts and RC Cola. His previous assignments include vice president and partner of Anthony Baradat & Iglesias Advertising; vice president of new business for Accentmarketing; and new business development for Univision Network.

"Shayne Walters and Rafael Iglesias are proven managers and sales producers in the direct mail and advertising business, bringing a wealth of new business development experience with Fortune 1000 and other customers in myriad industry segments throughout the country," said Jim Schell, president. "Their addition to our executive sales team strengthens our efforts in the critical East Coast and West Coast markets, where the majority of major brand advertising decisions are made. Additionally, both Walters and Iglesias bring particular expertise in Hispanic marketing, which is a key growth market for ADS Media through initiatives such as our La Canasta de Valores™ program, the largest and most innovative direct-to-door advertising co-op in the nation."

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.

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 strengthening sales efforts 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.

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