

IMMEDIATE RELEASE

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NEWS

OTCBB-AMGU

ADS Media Group Announces Key Initiatives Designed to Support Anticipated Growth in 2007

- **Sales Force Expanded with New Offices in Chicago, Dallas, Miami, New York and L.A.**
- **Additional Staff Additions, Including Key Executive to Drive Hispanic Market Focus**
- **Further Enhancement and Implementation of GPS Delivery and Tracking System**

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 three major expansion initiatives designed to drive and support anticipated growth in 2007 and beyond. The initiatives are geared toward transforming ADS Media Group into a truly national organization with the ability to win and service new business, particularly large national accounts, anywhere in the U.S.

“Over the past several years we have built a strong reputation for delivering quantifiable results in our direct-to-door delivery services in select areas of the United States,” said Clark Doyal, president and CEO of ADS Media Group. “In order to capitalize on growing market acceptance of direct-to-door advertising, we are investing in personnel, technology and select programs to increase our capacity and build a national presence for ADS Direct Media.”

Doyal said the Company has added five new sales offices in the strategic locations of Chicago, Dallas, Miami, New York and Los Angeles – all regional hubs for major advertising firms and other channel partners who enlist the Company’s services on behalf of their corporate and institutional clients. He added that by putting sales executives in closer proximity to current and potential customers, the Company expects to steadily grow its national account base while improving its customer relationship management.

In addition to adding five key sales executives, the Company has added several new sales support staff at its San Antonio corporate headquarters, as well as a prominent executive with a broad network and extensive experience in marketing to the Hispanic community – a key growth area for ADS Media. Mayrah Rocafort-Mercado, vice president, Hispanic marketing, brings to the Company more than 25 years of leadership in advertising and marketing, including assignments with major national advertising agencies focused on reaching the Hispanic community.

“The addition of Mayrah is a key element of our plan to become the market leader in direct-to-door advertising in the Hispanic Community,” Doyal said. “Mayrah is managing the 2007 rollout of our La Canasta de Valores program, a focused co-op advertising campaign expected to reach a minimum of two million Hispanic households in both Texas and California during August and November. La Canasta is an ADS Direct Media-owned program that’s expected to

drive significant recurring revenue. We believe it is the largest door delivered co-op ad campaign of its kind focused exclusively on the emerging Hispanic community.”

The third initiative is continued development and implementation of the Company’s GPS delivery and tracking software, which allows advertisers to monitor many facets of a delivery. By logging onto ADS Media’s online delivery tracking portal, Veritrac, the advertiser can view a map showing the progress of the delivery and gain access to delivery verification audits and other useful information. The Veritrac system is currently in operation with select programs, and management’s goal is to eventually make it a standard feature on all delivery programs, giving clients tangible evidence that deliveries are being 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, efficacy of the Company’s products and services, winning and serving new national accounts, expanding relationships with existing customers, and opening new markets 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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