

FOR IMMEDIATE RELEASE



Hi-Tech U.S. Navy Reserve Uses Bluetooth to Boost Recruitment

ATLANTA, GA, January 10, 2007 – The U.S. Navy Reserve is using some unconventional tactics in a new campaign to help support its enlistment effort. The campaign, which launched in mid-November, uses phone kiosks advertising supplemented with Bluetooth technology.

The ads, which are being placed on Navy bases across the U.S. including sites in California, Virginia, and Florida feature the headline “Make a Difference a Few Days at a Time.” On selected locations at each base, the phone kiosk ads will be augmented with a 2-minute recruitment video delivered to the cell phones of passersby using Bluetooth technology.

Preliminary download data through December has been extremely positive, showing an opt-in rate of 31.6% among users responding to the Bluetooth alert.

The campaign was placed by Outdoor Services in Southfield, Michigan and developed by Campbell-Ewald in Warren, Michigan. The phone kiosk ads and Bluetooth solution, known as PrimeCasting, are provided by Prime Point Media (“PPM”), a division of OutdoorPartner Media. PPM is the largest provider of phone kiosk advertising in the United States, with over 700,000 locations in its database.

“Bluetooth technology is an exciting new application for out-of-home advertising,” said Prime Point Media CEO Karen Robinson. “PrimeCasting enables advertisers to add an element of excitement and buzz around their outdoor advertising programs. Our application is completely customizable, so advertisers can bring this technology to any market regardless of size.”

With PrimeCasting, as people pass near a transmitter with a discoverable Bluetooth-enabled cell phone or PDA, they receive an alert prompting them to download the video. The Navy Reserves recruitment video features testimonials from reservists speaking about their experiences and the benefits of serving in the Reserve. People who opt out or turn off the Bluetooth feature on their device will not receive the file. All downloads are free to the end user and can be shared with other users via the phone’s Bluetooth connection.

PrimeCasting adds an exciting new dimension to outdoor advertising by allowing advertisers using PPM's PrimeCasting to offer video clips, MP3 audio tracks, ring tones, games, and JPEGs as well. This creates a dynamic and "sticky" user experience.

About Prime Point Media

Prime Point Media, a division of OutdoorPartner Media, is the leading provider of national payphone advertising. Many of the world's best known brands, including American Express, Anheuser-Busch, Bank of America, Bristol-Myers Squibb, Coca-Cola, General Motors, Ford, Miller Brewing, Procter and Gamble, Time Warner and Verizon have run advertising programs with the company. The Prime Point network lets advertisers combine the benefits of out-of-home media placement--such as a cost-effective, "always-on" presence--with a greater ability to target a specific audience. Prime Point's proprietary database of more than 700,000 locations is highly correlated with data on demography, ethnicity, income, business location and many other characteristics that let advertisers reach exactly the audience they want.

About OutdoorPartner Media

OutdoorPartner Media (OPX: TSXV) is a market leader in the emergent alternative out-of-home media segment. The Company operates two out-of-home media networks: a PartnerBin network and a payphone kiosk advertising network. PartnerBins - litter/recycling receptacles that facilitate advertising - are currently located in nine U.S. communities, including: New York, St. Louis and Baltimore. OutdoorPartner Media's payphone kiosk advertising division, Prime Point Media, offers highly-targeted advertising plus PrimeCasting - a Bluetooth broadcast solution - on a network of over 700,000 payphone kiosks located in all of the top 50 designated market areas. OutdoorPartner Media is publicly traded on the TSX Venture exchange under the OPX ticker symbol.

More information is available on the company's website: www.primepointmedia.com.

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