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PumpTop TV™ PUMPS KTLA NEWS INTO GAS STATIONS

New Out-of-Home Media Gives Consumers 5-Minute Newscast at the Gas Pump

(Los Angeles – May 17, 2006) Los Angeles area gas station consumers can now get caught up on local news while they fuel their vehicles. KTLA has partnered with AdtekMedia, the owner and operator of the **PumpTop TV** network, to provide custom news content for an out-of-home narrowcast network reaching gas station consumers.

KTLA provides 30-second video of local, entertainment and business news along with static banners of sports, weather and other news headlines which are shown on PumpTop TV's 17- and 19-inch daylight viewable LCD screens with stereo sound. The LCD screens are located on top of or adjacent to gasoline pumps and provide consumers a quick roundup of the day's news in a five-minute program.

"KTLA is the premiere news provider for the Los Angeles market, so we're very excited to be working with them," said Roy Reeves, Vice President of Sales & Marketing for AdtekMedia. "With KTLA's content now integrated into our programming, gasoline consumers have an informative, entertaining diversion while they fuel their vehicles."

"Living in today's hectic environment, multi-tasking has become the norm," said Vinnie Malcolm, KTLA Vice President and General Manager. "Now, through PumpTop TV, KTLA has the opportunity to help busy consumers by delivering news and information they need to know throughout the day."

Studies show that more than 70% of U. S. consumers visit a gas station six times per month. PumpTop TV capitalizes on this unique captive audience opportunity by interspersing KTLA's news content with advertising on large LCD screens at the gas pumps.

Advertising opportunities exist for full-motion video ads and static banner ads in 15- and 30-second increments. Advertisers may align their messages with appropriate news category content, including sports, entertainment, business, weather and traffic. PumpTop TV is currently available at 25 gas stations in Los Angeles and Orange Counties, and continues to grow.

About PumpTop TV

PumpTop TV is a digital narrowcast news network located at the fuel pumps in Los Angeles area gas stations. Plans are underway to create similar networks in other major U. S. metro markets. PumpTop TV is owned and operated by AdtekMedia, Inc., an out-of-home digital network provider. For additional information visit www.PumpTopTV.com.

About KTLA

KTLA is where L. A. Lives, connecting to the community through reliable and award-winning news and compelling entertainment in standard and high definition. KTLA is a WB affiliate and a Tribune Broadcasting station. For additional information visit www.ktla.com.