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HISTORY MEETS ECO-INNOVATION WITH LONG BEACH AIRPORT SOLAR PANEL PROJECT *Project Visionary EcoMedia Brings Green Technology to One of the Nation's Most Historical Airports*

NEW YORK (March 13, 2008) – EcoMedia, the world's premier environmental media company, along with the Long Beach Airport and the City of Long Beach, today announced the official unveiling of the Solar Panel Installation Project located near the south baggage claim area. Installed on March 6, the Solar Panel Installation Project was created with the goal of reducing airport energy consumption as well as educating airport passengers and citizens about the benefits of alternative energy.

"In line with Long Beach Airport's Green Airport Program, using solar energy as an alternative power source helps reduce our imprint on the environment," said Christine Andersen, Director, Long Beach Airport. "Even though we are a historical landmark, we are committed to using new and innovative technologies to integrate environmental practices into our facility."

The Long Beach Airport and EcoMedia introduced the project to the community during a brief ceremony on March 13th that was attended by Long Beach Mayor Bob Foster and national sponsors including JetBlue Airways, Nestle Waters' Arrowhead brand, Southern California Edison and Enterprise Rent-a-Car. Local project sponsors included St. Mary's Medical Center, Catalina Express, Waste Management, Matson Navigation, Comerica, Miller Children's Hospital, Sport Chalet, Intelligent Energy, Lyon Management, Laserfische and Goodwill of Long Beach.

"Long Beach is leading the way by adopting green technologies and making use of clean, renewable energy," said Long Beach Mayor Bob Foster. "Creating a successful public-private partnership with the EcoZone Program enables our community to complete environmental projects such as the Solar Panel Installation Project. This effort will be used as a model for future projects."

The initiative, led by EcoMedia and its flagship EcoZone Program, is part of the company's ongoing efforts to fund local environmental programs that make a measurable impact on the environment, by joining public initiatives with private funding. Until now, there has not been a way to buy green media in a way that helps the environment. But now, EcoZone provides that opportunity, selling outdoor space that actually benefits the outdoors. Up to fifty percent of media placement from corporate-sponsored outdoor signage goes to local governments to fund public education and programs to improve the environment, such as the Solar Installation Project.

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“The Solar Installation Project is a perfect example of the public-private equation we have put to the test,” said Paul Polizzotto, Founder and CEO of EcoMedia. “I’m proud to join these parties – the Long Beach Airport and the greater Long Beach community, along with our many generous sponsors – to carry out EcoMedia’s vision of creating solutions for environmental challenges.”

In addition to forming partnerships with businesses and governments to fund environmental programs, EcoMedia has forged several alliances in the media industry to provide a green medium for those with a green message. In the past month, EcoMedia has announced partnerships with Worldwide Pants Incorporated (WPI), the Emmy Award-winning production company created by David Letterman, and *Kiwi* magazine, a bi-monthly consumer publication that promotes healthy family lifestyle.

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About EcoMedia and EcoZone

EcoMedia is the world's premier environmental media company, dedicated to pioneering marketing and media programs which help companies connect to consumers while generating necessary resources to address critical environmental challenges. EcoMedia and its flagship EcoZone Program were founded in 2002 with the mission to create solutions for environmental problems with all partners involved – business, government, environmental advocates and the community. The company utilizes its traditional media offerings such as television, radio, out-of-home, online, interactive and event marketing to help corporations build their business. In turn, revenues are generated and used to make a positive environmental difference in the communities in which these companies and their employees live, work and do business. Up to fifty percent of EcoMedia’s clients’ investment goes towards funding environmental projects and technologies in 15 of America’s leading cities, such as installing solar panels on top of City Hall in Miami and at Long Beach Airport, and supporting the Mather Wetland Enhancement Project in Sacramento County. Many companies claim to be “green”, but the companies that work with EcoMedia and the EcoZone Program are actually making an impact on the environment. That’s the EcoMedia Difference. Visit www.ecozonemedia.com or www.ecozone.tv for more information.

About Long Beach Airport

The Long Beach Airport (LGB), located in Long Beach, CA is the oldest municipal owned airport in California. Throughout its 85-year history, the Long Beach Airport has taken a leadership role in maintaining a sustainable environment. The Airport and its tenants and users are committed to operating in an environmentally responsible manner. We are committed to minimizing the impact of our business on the environment and surrounding community with methods that are socially responsible, scientifically based and economically sound. In 2007, the Airport completed the electrification of its ground service equipment and began a “smoke-free” facility. For more information about Long Beach Airport please visit www.lgb.org.