

**Georgia and Southern California Jobsite Safety Campaigns  
Powered by the MTM Advertising Group**

*MTM-ADS Advertising Platform Selected for 2009 'Call Before You Dig' Programs*

TORONTO, ON, CANADA – April 8, 2009 – The MTM Advertising Group, an innovative advertising company that specializes in matching advertisers and target audiences in unique Out-of-Home settings, today announced it has been chosen by the Georgia Utilities Protection Center and the Southern California Underground Service Alert to provide advertising placements in support of their 2009 'Call Before You Dig' awareness campaigns.

As part of National Safe Digging Month, MTM will post outdoor advertisements on advertising structures on jobsites in key markets in Georgia and Southern California providing high-frequency direct impressions on the audience targeted by this campaign.

"We are pleased to renew our working relationship with both of these two leading safety organizations to help deliver an important message to contractors in multiple cities throughout the United States" said Dana Young, Director, Strategic Sales the MTM Advertising Group.

The MTM Advertising Group successfully delivered a similar campaign in 2008. "Our unique ability to put them in front of their audience in a captive setting has proven to be highly effective," noted Ms. Young.

The MTM Advertising Group will provide the Georgia Utilities Protection Center and the Southern California Underground Service Alert end-to-end services in connection with these advertising campaigns, including site access, print, posting and takedown and proof-of-performance reporting.

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**About the MTM Advertising Group**

Focused on the rapidly expanding alternative media market, the [MTM Advertising Group](#) brings advertisers and audiences together in unique marketing settings to deliver messages to target audience groups using our proprietary Out-of-Home advertising structures.

We transform ordinary structures (mobile offices, fencing and portable restrooms) into high-visibility advertising structures – we call these MTM-AdS. With MTM-AdS, and our strategic network of prominent events, venues and worksites, MTM delivers campaign messaging directly to targeted audiences in a way that captures their attention and can not be ignored.

Unlike many forms of traditional media, which address an often fragmented audience, the MTM Advertising Group only places advertisements in locations where our clients' target audience congregates.

Headquartered in Toronto, Canada, MTM sales, research and development and fulfillment facilities are located at various locations in North America and Europe.

The [MTM Advertising Group](#) is a division of [Micro Target Media Inc.](#) To find out more, please contact:

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