



FOR IMMEDIATE RELEASE

Newspaper Services of America and Papal Media Network join forces to become the unquestionable leader in Hispanic print media services in North America.

DOWNERS GROVE, IL (PRNEWSWIRE) – December 3, 2007 -- **Newspaper Services of America**, the largest single buyer of newspaper advertising in the US, today announced that it has formed a strategic alliance with multicultural expert **Papal Media Network**.

"Building and nurturing an ongoing relationship with the Hispanic audience is critical to the long-term success of any advertiser doing business in North America today," said Dave Walker, CEO of NSA. "Our clients regard their Latino customer base as a highly valuable segment that will continue to play a significant role in their marketing strategies moving forward. This alliance with Papal Media will allow NSA to deliver even more new and innovative ways to engage this important consumer in print."

The scope and impact of the Hispanic population in North America has been well-documented. Hispanics currently represent close to 15% of the entire U.S. population, and are projected to be the fastest growing segment over the next 20 years. According to the Selig Center for Economic Growth at the University of Georgia, Latinos spent more than \$800 billion during 2006.

"Advertisers will be the true winners in this alliance as both companies are now better equipped than ever before to help clients fully capitalize on this unique consumer group" adds John P. Trainor, CEO of Papal Media Network. "We are honored that NSA has selected Papal as their partner. We are particularly excited about combining our extensive resources, marketplace expertise and leverage."

"Clients will benefit from NSA and Papal's sole focus on developing and implementing targeted promotional print strategies without any disruption to current relationships," concludes Craig Desens, Chief Development Officer of NSA. "Especially for advertisers that are just beginning to explore the dynamic Hispanic market, this alliance without a doubt enables both of us to broaden our offering as the most effective single-source solution in Hispanic print media."

About Newspaper Services of America, Inc.

NSA, a subsidiary of Interpublic Group (IPG), is the nation's largest single buyer of newspaper advertising, planning and placing over \$1.6 Billion dollars in net working media across 36,000 ZIP codes and over 4500 newspapers and alternative delivery/direct mail distributors in the US. Founded in 1991, the company focuses on targeted promotional print advertising via pre-prints and ROP, enabled by a proprietary database of over 9500 print media delivery partners; two proprietary planning tools, *MarketView* and *iAnalyze*; and a proprietary placement platform, IOX. The company has offices in both Chicago and Atlanta and serves over 50 clients, including many of the nation's largest print media advertisers. Most notably, over 33% of pre-printed inserts delivered on any given Sunday are planned and/or bought by NSA. In 2002, NSA was named the newspaper industry's first-ever "Agency of the Year" by the Newspaper Association of America.

For more information, contact: Chief Executive Officer Dave Walker at 630-729-7790 or e-mail at david.walker@nsamedia.com.



About Papel Media Network, LLC

Founded in 1999, minority owned and certified, Papel Media is formed by a team of multicultural experts who possess a deep understanding of the unique characteristics of the multidimensional and polyfacetic U.S. Hispanic consumer group. Papel works on behalf of advertisers diligently matching vehicles with key demographics using highly developed segmentation tools and techniques among over 900 Hispanic newspapers nationwide and over 180 newspapers throughout the Latin-American region. For the last 8 years Papel has successfully run campaigns for more than 120 different advertisers and has offices in Chicago, Houston, Miami and Mexico.

For more information please contact Chief Executive Officer John Trainor at (312) 261 5578, by email jtrainor@papelmedia.com or visit <http://www.papelmedia.com>.

This release and other information about NSA can be found on the World Wide Web at <http://www.nsamedia.com>.