

SPOTZER MEDIA LAUNCHES LIBRARY OF TV COMMERCIALS FOR FURNITURE RETAILERS

Local businesses can advertise like big brands at a fraction of the cost

Amsterdam, The Netherlands – March 25, 2008 – Spotzer Media Group, the world's first provider of affordable multi-media video advertising campaigns, today officially launched a library of over 70 ready-to-air video ads aimed at helping local and regional furniture retailers and manufacturers reach new and existing customers. The ads range from humorous clips for kitchens to romantic spots that feature beds and mattresses – all the videos are produced by industry-leading art directors and film makers.

Spotzer (www.spotzer.com) provides small and mid-sized businesses with professional video ads for TV, the Web or digital out-of-home media. Spotzer's innovative tools and production processes provide an affordable ad complete with the client's own logos, photos, slogans, promotions and other branding materials.

For example, a growing furniture business in New York opening up a new location can license a high quality video ad on Spotzer's Web site. Spotzer will personalize the ad with the new location details, customer promotion, or other business details and have it ready to run throughout the tri-state area for as little as \$500 – quickly, professionally and affordably.

Advertisers can also use Spotzer to plan their campaign and purchase media. With Spotzer's expert media strategy and planning team, small and mid-sized business owners can leverage the advertising medium most appropriate to their target audience, whether it is the glitz and impact of TV advertising or the demonstrable click-throughs and return on investment of the Web. Spotzer's media experts develop effective advertising plans for demographic and geographic targeted campaign requirements, and Spotzer reports the results of each campaign to the client.

“The Internet is causing a shift in people's media use and requires furniture business owners to rethink the way they spend their advertising dollars. This is especially important during tighter economic times,” says Spotzer's chief executive officer Andrew Klein. “The power of video is as strong as ever and TV is not only impactful, but can be highly targeted to efficiently reach the desired audience when and where they are watching. At the same time, there are many new advertising channels to reach potential customers. We provide each of our clients with an effective strategy and advertising plan that fits their specific needs and objectives,” continued Klein.

To celebrate the launch, Spotzer is waiving the video ad six-month license and personalization fees (a \$1,500 value) for new clients that also purchase a media campaign of \$7,500 or more. Clients can simply call Spotzer at 1 800 483 0064 to speak with a Spotzer representative and mention this special promotion to get started.

About Spotzer Media Group

The first global “long tail” advertising agency, Spotzer offers turn-key multi-media video ad campaigns to local businesses around the world. Through the group’s website (www.spotzer.com) advertisers can license and then personalize a high-quality video commercial for remarkably low fees. Advertisers can also create geographically and demographically targeted media plans and purchase advertising time on television, Web sites and out-of-home TV networks.

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