



For Immediate Release

Alloy Media + Marketing Launches TEEN.com - Premier Youth Ad Network Reaching Over 17 Million Users with Highest Concentration of Teens Available Online

-Announces new partnership –Zwinky.com to join partners RockYou, Habbo, Meez, forming top teen-focused ad network

-Leverages Alloy's fifteen-year legacy in building ROI-focused advertising programs to reach and engage young people

(New York, NY) – December 17, 2007 – Alloy Media + Marketing (nasdaq: ALOY), a leading provider of media and marketing services reaching targeted consumer segments, today announced the launch of TEEN.com, a premier distributed media content and advertising platform for youth-targeted web properties. The network will provide brand marketers display and integrated advertising programs to reach the highest concentration of teens online in a narrowly targeted and highly scalable way. The TEEN.com network is home to a growing list of web innovators who attract a coveted youth audience. TEEN.com advertisers will benefit from Alloy Media + Marketing's extensive youth market expertise and fifteen-year legacy in building effective, results-oriented advertising programs to reach young people.

Matt Diamond, CEO, Alloy Media + Marketing commented, "The TEEN.com network offers advertisers a highly efficient medium to deliver both integrated and display advertising programs devoted to teens. In a fast paced media environment, this type of integrated platform allows marketers to build both breadth and depth for their brands, while leveraging the newest thinking in youth marketing. Our dedicated sales and product teams are immersed in youth programming on a daily basis and offer clients extensive youth market expertise."

The TEEN.com network enables web innovators, Habbo, RockYou, Meez, and now Zwinky.com to expand advertiser relationships by leveraging Alloy Media + Marketing's national online sales force. These sites join an impressive list of online properties that includes Alloy, dELiA*s, CCS, and Sugarloot to reach the 17 million teen consumers, according to the most recent ComScore figures.

"Given Zwinky's large social network, home to 12 million registered users, and its incredibly engaged virtual world community, we are excited to tap into Alloy's expertise in both teen advertising and marketing," stated Mike Primiani, VP of Zwinky.com.

Ro Choy, Vice President, Business Development of RockYou commented, "Alloy's keen understanding of the teen marketplace and certified reach to teens made them the ideal partner for us. As our platform builds, they continue to demonstrate the right combination of creative thinking and business savvy we value and expect in an environment that is seeing rapid progress."



Drew Neisser, CEO of Renegade (www.renegade.com) said, "Alloy's network offered us tremendous reach connecting hundreds of thousands of young consumers with the Panasonic X7 Headphones. Working with Meez, we delivered an engaging interaction that associated Panasonic with a personalized, virtual version of their teen target." Adding, "As marketers, we provided a truly interactive brand experience for teens with results that exceeded expectations, performing 20% better than the average Meez environment."

Sean Ryan, CEO of Meez stated, "Alloy has brought significant value to our advertising efforts. They know how teens are using the web and how best to integrate marketers to ensure consumer relevance. Their marketing and sales efforts continue to demonstrate effective solutions that are benefiting our clients as well as our users."

Current TEEN.com network clients span a wide range of product categories including Fortune 500 advertisers such as Procter & Gamble, Verizon Wireless, the CW Network, New Line Cinema, Sony Pictures, Nintendo and others.

Alloy Media + Marketing operates the TEEN.com advertising network, handling media sales and client relationships for integrated marketing programs and ad unit placement across its partner properties.

About Alloy Media + Marketing

Alloy Media + Marketing (AM+M) is a leading provider of media services and programs connecting with targeted consumer segments. AM+M manages a diverse array of assets and services in interactive, display, direct mail, content production and educational programming. AM+M works with over 1500 companies including half of the Fortune 200. For more information on AM+M services and investor relations (NASDAQ: "ALOY"), please visit www.alloymarketing.com.

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