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PRESS RELEASE

Former Intersport Sales Executive joins InStadium as Senior Vice President of Sales

CHICAGO, IL, June 15, 2006 – InStadium announced today that Joe Dondanville joined InStadium as Senior Vice President of Sales effective June 5, 2006.

Most recently, Mr. Dondanville served as Vice President of Sales and Marketing at Intersport, a leading sports television, events and hospitality company. Prior to Mr. Dondanville's time at Intersport, he was a member of the senior management team at non-traditional media pioneer Whittle Communications, where he helped launch over 50 new media properties, including Channel One, a daily news program that reaches 8 million teens every day. Mr. Dondanville has also been a key executive with several high-profile start-ups, one of which enjoyed a successful IPO, while the others attracted strategic investors such as AOL, Dell, Intel, Microsoft, and NBC.

“Joe's breadth and depth of experience makes him the ideal team player to lead our company's sales efforts through this current period of rapid growth,” explained Barrett Davie, CEO of InStadium. “Joe's extensive experience working with a myriad of well-respected national brands, accompanied by over a decade of successfully managing budding sales organizations, has us very excited about the impact he will have on our company over the coming months and years. He is well-recognized and respected throughout the sports business world and media communities, and we are honored to have a player of Joe's exceptional reputation and abilities joining our team.”

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“InStadium has quickly emerged as a formidable player in the sports media marketplace,” said Dondanville. “I’m excited to bring my experience to bear as the business continues to grow at a tremendous rate. By creating innovative game day marketing opportunities for both local and national advertisers, the company has attracted a diverse client list, and is poised to expand significantly in the coming months and years. With an impressive team led by Barrett Davie and an unparalleled Board of Directors and Advisors for a company at this stage, I sense the years ahead will provide significant opportunity for all involved, and I look forward to leading the InStadium sales teams in their continuing effort to expand their network and build their business.”

About InStadium

InStadium, Inc. is a revolutionary sports marketing and advertising company focusing on providing local and national brands affordable access to high-value game-day advertising and promotional events. With a portfolio of over 30 premier Major League Baseball (MLB), National Football League (NFL), and National Collegiate Athletic Association (NCAA) venues, InStadium’s national platform currently includes 20 of the top advertising markets in the U.S., including 16 of the Top 25 DMA’s. While continually expanding its products and service lines to include other forms of game-day media and promotions, InStadium’s primary asset is a nationally-wired sports marketing network that engages the highly-desirable sports fan demographic through the use of indoor advertising panels placed in the restrooms throughout stadiums. This captive and clutter-free placement in the exclusive confines of a professional sports stadium allows advertisers the ability to reach these consumers in an unprecedented manner - with 100% gender specificity and where they are unable to change the channel, switch the station or turn the page.

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