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FOR IMMEDIATE RELEASE
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FENWAY SPORTS GROUP ADDS TURNSTILE ADSLEEVE® ARMCOVER SIGNAGE TO BOSTON COLLEGE'S CONTE FORUM

Orlando, FL – November, 2010 – Winter Park-based, Entry Media, Inc. has announced that they have contracted with the Fenway Sports Group and Boston College to add their multi-patented Turnstile AdSleeve® Armcovers to Conte Forum. The sponsor is locally based, Thorbahn, an Employee Benefits Consulting company.

Entry Media, Inc. is the exclusive developer and distributor of Turnstile Advertising™ with Turnstile AdSleeve® Armcovers, available in the U.S., Canada and select markets around the globe. The multi-patented, low tech Turnstile AdSleeves effectively reach and influence consumers at high traffic venues with their powerful yet subtle messages. In a world of media overload, Turnstile AdSleeve's low tech approach disarms consumers insuring awareness at the right time and place to increase brand awareness and influence purchase decisions.

Matt Murrey, Vice President, Boston College Marketing at Fenway Sports Group stated "We are pleased to offer our client Thorbahn an effective way to reach all Boston College fans utilizing Entry Media's proven Turnstile AdSleeve signage."

Martin Hering, President and Founder of Entry Media states, "We are proud to partner with Fenway Sports Group and Boston College to bring the Turnstile AdSleeve® Armcover signage to Conte Forum. Fans will not be able to miss the powerful yet subtle Thorbahn message which will greet fans at the entry points to Conte Forum."

Hering's innovative ad medium has been utilized at numerous high traffic venues throughout the U.S., Canada, and Brazil including the New York City Subway System, Sao Paulo Brazil Subway System, Fenway Park, Citi Field, Safeco Field, Soldier Field, Reliant Park, Six Flags Amusement Parks. Advertisers include Coca Cola, U.S Pavement, Kozy Shack, Verizon Wireless, Bank of America, Comcast and Ford.

Deals are pending for the Turnstile AdSleeve® Armcovers in over 500 stadiums, arenas, fairs, amusement parks and mass transit centers throughout the United States and internationally.

