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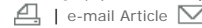
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Media Mayhem Signs Exclusive Deal with AboveTopSecret.com - Building the Company's Sci-Fi Vertical

NewsWireToday - /newswire/ - Los Angeles, CA, United States, 07/20/2008 - Media Mayhem Corporation (MMC) announces Wednesday the exclusive signing of Sci-Fi giant AboveTopSecret.com (ATS) to its client base.

AboveTopSecret.com acts as a tremendous resource for Government projects and facilities, including the notorious Area 51 in Nevada, as well as "Alien-related laws", government contractors, agencies and aircraft projects, such as the famous Aurora hypersonic spy plane.

"This type of niche along with the rest of the MMC sci-fi network appeals to the most dedicated of Sci-Fi fans allowing advertisers to drill deeper and better target their audience," says Media Mayhem V.P. Eric Willis.

"With the addition of ATS to our science fiction roster it boosts our credibility even further in a hard to reach niche vertical. We are extremely encouraged by the results we have seen over the last two years with similar sites in our network and we see big things happening on the horizon as MMC reaches over 40 million unique visitors a month. Our goal is to have AboveTopSecret.com not be a secret to the hundreds of millions that consider themselves Sci-Fi junkies and to get the truth out there for our clients."

Whether it is breaking news, politics, aliens, UFO's, science, mystery, conspiracy, medical or another of the 3 dozen topics that are routinely discussed, ATS is proud home to nearly 145,000 registered members that have generated nearly 4.6 million posts of substance that cover nearly 360,000 different topics in 160 different discussion forums and 2 million pages of content.

"We've spent several years of hard work growing our site into the number-one destination for alternative topics, and were exceptionally particular about who might handle our ad sales, says Bill Irvine CEO Above Network, LLC.

"After considering a number of site representation firms, we're excited to be partnered with Media Mayhem. I'm confident they understand our brand and will not only bring unique value to advertisers, but also deliver ad campaigns that will be of interest to our users."

About Media Mayhem Corporation

"Fusing experience, strategy, technology and drive."

Media Mayhem's slogan of "fusing experience, strategy, technology and drive" describes a full-service advertising representation firm. Their services include online and offline marketing, and event sponsorships. They specialize in building lifestyle-based advertising solutions for their clients and engaging consumer audiences through branded film, music, art, fashion, sports, technology, entertainment and lifestyle experiences, across niche vertical markets.

Media Mayhem (mediamayhem.com) is a firm that goes far beyond a typical online advertising network. They represent all of their publishers on an exclusive site-specific basis allowing advertising clients to customize their advertising and media buys. They allow clients to pick and choose individual websites in order to meet their campaign's target demographic. MMC engages trade and consumer media by leveraging their access and relationships to position clients directly with the key elements that drive popular culture and create new markets of opportunity.

MMC is now recognized to maximize client investments by delivering strategic insight, direct-access relationships and execution across a broad range of global resources. They exercise professional program management throughout their enterprise to deliver flawless results, utilizing the latest in technology, creative services and design to produce cutting-edge environments and experiences for clients - all turnkey and on budget. They maintain a successful track record supporting major corporations with a wide range of strategic and tactical communications programs and projects.

MMC believes that in order to be heard, brands today must engage consumers not only through traditional media, but through live and experiential platforms that speak to the lifestyle which each consumer embraces as their own. They believe lifestyle, music, fashion, film, sports and art are the core passion points of the consumer lifestyle, and form the building blocks for using media as a vehicle to capture mindshare, market share and media for client brands.

This is an advertising representation firm that believes that a company's media, promotions and public relations strategy must integrate with its advertising strategy. Campaigns that are scalable and broad in scope, both culturally and demographically, and attract enormous media coverage and continue to grow as consumers look for ways to engage in new and nostalgic experiences with family/peers.

As such, they focus on using online and offline initiatives as a medium that delivers an ongoing emotional attachment between companies and their target consumers to drive brand awareness, brand loyalty and brand demand.

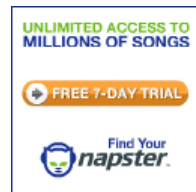
About AboveTopSecret.com

It's simply not possible to conduct an Internet search on conspiracy theory topics without encountering the leader, ATS. Notable members and contributors have included the likes of Stanton Friedman, NASA mission commanders, USGS senior scientists, authors, and even presidential candidates. The ATS Website has been seen in the "bull pen" of news rooms, sourced on MSNBC, discussed on PBS, shown on CNN, quoted on the History Channel, and is linked to by over 10,000 different Web sites. The "Gold Standard" of ATS discussions have helped to alter NASA procedures, influenced political candidates, aided law enforcement, and exposed harmful cults.

Growth, as measured by both unique monthly users and monthly impressions has been strong and consistent over the



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past three years. Beginning in May of 2003, ATS adopted a strategic growth plan born of a seasoned executive team with years of experience in digital communities, business management, online advertising, and Internet technologies.

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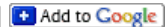
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