

**MEDIA DYNAMICS INC. ANNOUNCES THE RESTRUCTURING
OF ITS “DIMENSIONS” PUBLICATIONS**

Media Dynamics, Inc. will be restructuring the data covered in its “Dimensions” books, beginning with **Radio Dimensions 2006**. In response to the evolving market and to customer requests for more streamlined and affordable data, the following changes will be implemented:

- 1) Many “classic” articles in **TV Dimensions** and **Magazine Dimensions** will be housed on our redesigned website, to be accessed *free of charge* by our customers.
- 2) Other articles and datasets appearing in our **Dimensions** books will also be available for individual purchase on our website, to accommodate those who may wish to make smaller purchases as needed.
- 3) The “Intermedia Comparisons” chapter of each of the **Dimensions** books will now only include white papers with an emphasis on the medium in question. Data on the general topic of intermedia comparisons will now be available in an expanded new research annual, **Intermedia Dimensions 2007** (http://mediadynamicsinc.com/Intermedia_Dim2007.htm). **Intermedia Dimensions 2007** eliminates the repetition of many articles in the Intermedia chapter of each Dimensions book. It also allows customers who may not be interested in a single medium to purchase media comparisons data from **TV, Magazine or Radio Dimensions**, at a lower rate.

As a result of these changes, Media Dynamics, Inc. will be instituting a freeze on the prices of the upcoming “Dimensions” annuals and will offer a special discount for the purchase of **Intermedia Dimensions 2007** in conjunction with **Radio Dimensions 2006, Magazine Dimensions 2007 or TV Dimensions 2007**.

Media Dynamics, Inc.’s goal is to allow access to a greater amount of data in more manageable formats, without significant additional cost to our customers. Our new publication schedule and pricing for the 2006-07 production calendar is listed on the next page. We invite you to contact Customer Service at 212-704-0024 to review your order history; we will be happy to assist you in choosing from our modified product line at the greatest savings to you.

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MEDIA DYNAMICS INC.
2006-2007 PUBLICATION SCHEDULE & PRICES BY FORMAT

	1st Copy Rate	Additional Copy/ Library Rate	Release Date
Radio Dimensions 2006			
E-book	\$300 (<i>\$250 Before 9/1/06</i>)	\$100	Sept. 2006
Print Edition	\$350 (<i>\$300 Before 9/1/06</i>)	\$175	Sept. 2006
Combo Pack	\$450 (<i>\$400 Before 9/1/06</i>)	\$275	Sept. 2006
Magazine Dimensions 2007			
E-book	\$435 (<i>\$385 Before 11/1/06</i>)	\$100	Nov. 2006
Print Edition	\$485 (<i>\$435 Before 11/1/06</i>)	\$243	Nov. 2006
Combo Pack	\$585 (<i>\$535 Before 11/1/06</i>)	\$343	Nov. 2006
TV Dimensions 2007			
E-book	\$495 (<i>\$445 Before 1/1/07</i>)	\$125	Jan. 2007
Print Edition	\$545 (<i>\$495 Before 1/1/07</i>)	\$273	Jan. 2007
Combo Pack	\$645 (<i>\$595 Before 1/1/07</i>)	\$398	Jan. 2007
Intermedia Dimensions 2007 (Stand-alone Rates)			
E-book	\$250	\$100	Feb. 2007
Print Edition	\$300	\$150	Feb. 2007
Combo Pack	\$400	\$250	Feb. 2007
Intermedia Dimensions 2007 (Price When Purchased With RD 2006, MD 2007 or TVD 2007)*			
E-book	\$100	NA	Feb. 2007
Print Edition	\$150	NA	Feb. 2007
Combo Pack	\$250	NA	Feb. 2007

**Same invoice only--offer will not be honored retroactively.*

Visit www.MediaDynamicsInc.com for more information about all of our publications.

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