



NEWS RELEASE

Contact: Lisa Vogel
MAMA MEDIA
(416) 488-7879/lisa@mamamediainc.com

WHAT DO SAMPLING PROGRAMS AND DAY CAMPS HAVE IN COMMON?

MAMA MEDIA LAUNCHES CAMPLING® PROGRAM IN THE GTA

New, Innovative Program Benefits Camps, Campers, Sponsors and Underprivileged Kids

TORONTO, ON - June 26/07..... Mama Media is at it again! The Toronto-based marketing and advertising company has developed an innovative concept that marries sampling programs with kids at camp. Called CAMPLING® (literally sampling through summer day camps), the eight-week, summer-long program launches this July and provides sponsor's products including peanut-free snacks, beverages and sunscreen to participating day camps in the Greater Toronto area, for free.

From July 2 - August 25/07, 12 Day Camps including Zodiac Swim & Specialty Camp, Bayview Glen, Adventure Valley, Planet Kids and Green Acres, will participate in the first CAMPLING® program. Sponsors may reach a targeted audience of over 65,000 campers and teen-aged staff by providing them with an assortment of camp and summer-related products. To ensure brand communication back to the parents, sponsors may arrange for insertion of small samples, coupons or other items into campers' backpacks. Lead sponsor is Sun-Rype, providing camps with juices, Fruit to Go and Squiggles snacks.

"The CAMPLING® concept has been embraced by both camps and advertisers because it's an innovative and cost-effective sampling program where everybody benefits," said Lisa Vogel, president of Mama Media. "Camps receive products for free, sponsors can cost-efficiently reach the dual target audience of kids and parents quickly and directly, and campers get to sample and experience a variety of new and fun items."

A portion of all proceeds from the CAMPLING® program will help send dozens of underprivileged kids to participating camps this summer.

Based on the positive response, there are already plans to expand into other markets for Summer 2008.

There are limited CAMPLING® spots remaining this summer. For more information, please contact Lisa Vogel (416) 488-7879 or lisa@mamamediainc.com.

-30-

ABOUT MAMA MEDIA

Founded in 2003, Toronto-based Mama Media Inc. is an advertising and marketing company that partners with national advertisers to develop innovative marketing concepts across the disciplines of media planning and buying, event marketing, sponsorships and sampling programs.