

The University Network Announces First 50 College Affiliates

May 21, 2004 7:50am
PR Newswire

MEMPHIS, Tenn., May 21 /PRNewswire/ -- The University Network announced today the signing of its 50th U.S. college to its growing Network. Simply, The University Network delivers student-specific content via its Internet-based proprietary software onto large-format plasma screens located in high-traffic campus locations. The first fifty schools, of a projected 500+, span the country from Miami to Washington and from Boston to Los Angeles.

Advertisers may now immediately present their sight-sound-motion message to 1.14 million of the country's 15 million college students. At build-out the Network will reach 12 million students and deliver 20+ million high-recall impressions per weekly schedule. Such schedules can be booked well in advance and are guaranteed to air.

Advertisers run the full range of American business ... movie studios, wireless providers, computer vendors, music distributors, athletic equipment, retailers, etc. Virtually every consumer product will benefit by reaching college students where they live, work and play. Television-quality spots can be odd lengths and tagged with local retailer addresses, discounts and calls for action.

The University Network shares revenue with its colleges in proportion to its size and ad activity. Affiliate colleges have editorial input on participating advertisers to protect existing marketing agreements. Each participating college uses the plasma screen(s) to promote programs, student organizations and other student offerings.

About The University Network

Formed in October 2002, The University Network is headquartered in Memphis, TN and is the sole medium delivered via the Internet targeted at college students and their \$100 billion spending power. David Sanders, President, and Bill Boyce, CMO, are supported by an initial core team of twelve media and IT professionals.

For further detail, go the web site at <http://www.theuniversitynetwork.net>.

Contact Information:

Bill Boyce, CMO
The University Network
Phone: 949-307-9120
bill@theuniversitynetwork.net

Entertainment Industry:

Geoffrey Grove, Senior VP
Grove Communications
617-482-9399
ggrove@grove-communications.com

This release was issued through eReleases(TM). For more information, visit <http://www.ereleases.com>.