

For more information:
Jennifer Sinclair, KC Public Relations
404.233.3993 / jsinclair@kcpr.net

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'All Around Atlanta with Joe & Natalie' Serves Up 150th Episode June 16

Multimedia Marketing Company Anticipates One Millionth Web Visitor by July 2005

Two-Year Success Story Marked by Nielsen Ratings, Clients' Success

ATLANTA (June 2005) – “All Around Atlanta with Joe & Natalie,” the dining series hosted by Atlanta personalities Joe Somerville and Natalie Taylor that airs twice weekly on PAX TV and more than 25 times weekly on Charter Cable, airs its 150th episode on June 16 at 1 p.m. The milestone episode also marks an entrepreneurial success story that is – though only on air for just over two years – 15 years in the making.

“All Around Atlanta” whets diners appetites with the show’s hosts providing a tour of restaurants both inside and outside the Perimeter and showcasing each location’s history, people, atmosphere and cuisine. Featured restaurants – 150 total by the June 16 airing – have included popular locations such as Cherry in Midtown, the Café at East Andrews in Buckhead, Sotto Sotto in the Virginia Highlands, Real Food in Alpharetta and the Continental in Norcross.

The weekly show is one part of a multifaceted marketing concept created by Somerville – and the only of its kind in the area to date. All Around Media, LLC – the company that owns the “All Around Atlanta” TV and radio (WCLK-FM) programs, as well as a family of Web sites including www.atlantadining.com and a weekly, opt-in e-newsletter – partners with local establishments on a 100 percent trade basis to include them on all media outlets. Through a program called “Dining Perks®” (www.diningperks.com), All Around Media then sells the trade to consumers via \$10 certificates known as “Dining Perks®” at 60 cents per dollar to generate revenue for the company and pay for the media on which clients are featured.

All Around Media LLC is an enterprise that Somerville, a longtime Atlantan, has built and nurtured over the past 15 years through his relationships within the hospitality industry. And upon launching the company in 2002, Somerville has cooked up success for the company and its clients. In short: The TV program consistently attracts 150,000 to 250,000 viewers monthly, which has landed the show in the Nielsen ratings; more than 30,000 metro diners subscribe to the e-newsletter; and more than 1,000 unique visitors log on daily to www.atlantadining.com, which anticipates its one millionth visitor by July 2005.

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For the partner restaurants, this has translated into an average of 15 to 20 percent increase in business, and for Somerville's company, the strong client retention rate and a steady stream of new business opportunities within the past year have translated into approximately \$1 million in billable trade.

For Somerville and Taylor, success also lies in opening doors to Atlanta's diners, who often comment to the duo that they've been able to try establishments that they've thoroughly enjoyed.

In celebration of the 150th episode and as a "thank you" to new and loyal viewers, the duo will include a "secret word" at the end of the June 16 show, and all viewers that e-mail the show with the secret word will receive \$40 in Dining Perks®.

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