

## **Martini Media to Work with Winstar Interactive**

January 1, 2009 - Martini Media, the leading media network catering to affluent, passionate consumers, will be working with Winstar Interactive Media, a leading site-specific representation agency. Winstar specializes in individual representation for a short list of some of the top media brands, one of which is now Martini.

Martini's unique target audience and affluent demographic appealed to Winstar; their long-time expertise in digital media sales will allow them to represent Martini's offerings through a wide array of close industry relationships.

"In a down economy, targeting people with high levels of discretionary income is essential," says Adam Guild, Winstar Interactive CEO. "With an average income of \$350,000, Martini has built a network that captures that audience and delivers them to advertisers with a bow."

Martini Media's network is comprised of 250 high-end publishers, along with 40 plus premium advertisers, including Gulfstream, David Yurman, and Jaguar.

Winstar Interactive was founded in 1996, and specializes in the creation, sale, and delivery of integrated marketing packages for their represented sites. They are comprised of a full-service, outsourced sales team that handles the planning, selling, implementing, optimization, and billing of all contracted orders for the sites on their roster which include brands such as Fodors.com, Nasdaq.com & ZAGAT.com.

"Winstar is one of the top names in digital advertising, and working with them will certainly increase our clout with advertisers," says Martini Media CEO Skip Brand. "We really respect what they've done in the online space, and look forward to linking them up with our audience."

Adds Guild, "Skip is truly doing good things for advertisers and publishers with Martini Media."

Martini Media Network has been growing steadily since the launch of its flagship site MartiniLife.com in December. Since then, the company has established itself as the leading online network reaching the affluent enthusiast. Partnering with Winstar enhances Martini's ability to effectively attract premium advertisers.

For further information, please contact [lauren.sloss@martini-corp.com](mailto:lauren.sloss@martini-corp.com).

About Martini Media Network:

The Martini Media network connects premium advertisers with affluent enthusiasts online. Martini's flagship site MartiniLife.com features content from premium online publishers. The invite-only network includes over 160 destinations reaching affluent individuals through their leisure pursuits. The company tagline, "Passion is Priceless", speaks to the belief that appealing to their passions is the most effective

and efficient way to reach an audience. Martini's vertical channels include golf, sailing, wine, polo, aviation, cigars, classic cars, adventure travel, art and collectibles, lifestyle, skiing, philanthropy, and diving. Martini Media is based in San Francisco, CA and New York, NY.

About Winstar Interactive:

Winstar Interactive specializes in the creation, sale, and delivery of integrated marketing packages for the sites we represent. We are a full service outsourced sales team that handles the planning, selling, implementing, optimization, and billing of all contracted orders for the sites on our roster.

Since 1996, Winstar Interactive Media has distinguished itself from other representative firms in that we focus on selling a much smaller portfolio of well branded web publishers. We go the extra mile to brand our publishers with Internet advertising decision makers and we strive to educate the advertisers on the value of the brand they are considering. We sell each one of our publishers, based on the unique characteristics of their individual brand and maintain a high level of financial and managerial accountability to them.