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**Inter/Media Foundation Hosts Daytime Silent Auction
In Encino on Sept. 4 to Support The Alzheimer's Association**

Sports Memorabilia Includes Items from Ty Cobb, Babe Ruth, Sandy Koufax, Kobe Bryant, Michael Jordan, Muhammad Ali, Joe Montana, Lance Armstrong and Pelé, among others

Movie and TV Show Collectibles from "24", "American Idol" "Sopranos, from Oxygen Network, Discovery Networks, Soap Net and A&E

Plus Famous Cartoon Cells, Elvis Presley Items

ENCINO, CA (August 18, 2008) – If you have a hankering to pick up a piece of great sports memorabilia from Ty Cobb or Kobe Bryant on your lunch hour, Thursday Sept. 4, you may want to stop by the Silent Auction that The Inter/Media Foundation is hosting in its office building lobby in Encino from 8 a.m. to 5 p.m. All of the proceeds of the first annual Inter/Media Sports and Entertainment Collectibles Auction will go to The Alzheimer's Association in the fight to prevent the onset of dementia.

As the charitable arm of The Inter/Media Group of Companies, one of the nation's preeminent media and advertising organizations, the Inter/Media Foundation is assembling a stellar group of items in association with its media partners and Bang The Gavel, the sports memorabilia auctioneer.

Among the sports items will be: checks signed by Ty Cobb and Babe Ruth; card collage of Joe DiMaggio; signed baseball from Sandy Koufax; helmet from Pete Rose; jersey from Kobe Bryant; shoe from Jerry West; boxing gloves from Muhammad Ali, Joe Frazier and Ken Norton; signed lithographs from Joe Montana and Dan Marino, a collage of items from Lance Armstrong, a skateboard from Tony Hawk and a soccer ball from Pelé.

Other items up for auction include Elvis Presley memorabilia; cartoon cells of Bugs Bunny, Donald Duck, Mickey Mouse and Fred Flintstone; Al Pacino "Scarface" signed items; a collage of collectibles from "24", "American Idol" and the "Sopranos," and signed pictures from Tori Spelling and her husband Dean, plus DVDs and TV show premium items from Oxygen Network, Discovery Networks, Soap Net, A&E, Outdoor Channel and more.

(more)

“With so many baby boomers finding themselves caring for their parents who are suffering from Alzheimer’s and aging themselves, we felt that this was a place where we could help make a difference,” said Robert Yallen, President of the Inter/Media Group of Companies. “So we inaugurated this event as the first annual Inter/Media Sports and Entertainment Collectibles Auction as part of the company’s ongoing commitment to the community. 100% of the monies received by the Foundation will go to the cause.”

Through its Inter/Media Foundation, Inter/Media utilizes the resources and expertise of its nine companies to “give back” to society, supporting worthwhile causes. Organizations that the Inter/Media Foundation has supported include the Bret Saberhagen “Make A Difference” Foundation, Public Counsel and now The Alzheimer’s Association.

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer care, support and research. The organization’s mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

“We welcome the support of organizations like Inter/Media because they are a critical link in the chain of our resolve to end Alzheimer’s,” said Joshua Chan, National Associate Director, Principal and Major Gifts, The Alzheimer’s Association. “We encourage people to attend – whether they are interested buyers or great supporters of our cause.”

The Silent Auction is slated for 8 a.m. to 5 p.m. in the lobby of 15760 Ventura Blvd in Encino. Parking is available in the building, accessible off of Densmore. For more information, call (818) 995-1455. H’ors d’oeuvres, soft drinks and coffee will be served from 3 to 5 p.m. in the afternoon.

About Inter/Media Group of Companies

Inter/Media Advertising is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media’s proprietary and precedent-setting lead/sales tracking system AccuTrak[®] provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of eight business units--Inter/Media Advertising[®] (strategy, planning and research), Inter/Media Time Buying Corp[®] (offline media execution), Inter/Media Interactive (online planning, buying and creative), Mediapoint Network[®] (Performance-based advertising), Inter/Image Productions[®], Inter/Post Productions[®] Editorial, and InterQuantum, LLC (retail brokering, marketing consulting) and Bellatrix Media. Bellatrix Media includes the American Target Network, which features unwired networks comprised of cable, broadcast TV, and radio media. For more information, go to <http://www.Intermedia-Advertising.com>.