



UPICKEM SIGNS 235 CUSTOMERS SINCE JAN. 01, INCLUDING CHAIN DEALS WITH GANNETT, GREY TELEVISION, CLEAR CHANNEL COMMUNICATIONS, AND LEE ENTERPRISES

Also Launches Powerful Custom Contest Engine, Allowing Affiliates to Create Their Own Contests

ST. LOUIS, MO March 18, 2008 -- UPICKEM, the nation's largest online contesting provider, has logged an incredible first quarter 2008, signing 235 contesting solution deals with individual and chain media companies across North America and the UK.

UPICKEM provides customizable, online pick'em contests for major sporting events including the men's college basketball tournament, college and pro football championships, and the pro golf and auto racing seasons. Customers can brand their contests and registration/reminder emails, attract local sponsors and advertisers, add local celebrities' picks (including sportscasters, columnists etc.), and feature their own prizes.

More than 200 media organizations are running men's college basketball contests this season. Three examples can be seen below:

The Boston Globe : <http://boston.collegehoops.upickem.net>

WRAL: <http://wral.collegebasketball.upickem.net>

KTKR : <http://ticket760.collegebasketball.upickem.net>

UPICKEM also released a powerful new tool this January. The UPICKEM Custom Contest Engine allows customers to create any type of contest they'd like, within any structure they'd like, on the fly. Contests can include photo, video, or essay submissions as well as public voting, and can feature local sponsors and advertisers.

"Our custom contests provide affiliates with a fantastic way to generate new sponsor and ad revenues while engaging audiences in fun, interactive ways," UPICKEM creator and co-owner Doug Villhard said. "Our customers have really exceeded our expectations in terms of the types of contests they're coming up with. We've seen Beatles look-a-like contests in lieu of the Broadway show "Rain" coming to town; marshmallow peeps photo contests around Easter; a best realtor contest where real estate agents paid to be included; and even an ugliest yard contest sponsored by a landscaping company. We've said the possibilities are limitless, but our customers are really proving it."

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One of the most successful contests this spring was a "Pet Idol" contest executed by the *Statesboro Herald*. The paper received 300 entries and more than 68,000 votes. "We had readers blogging about Pet Idol urging other readers to vote for their pet," Julie Gresham, the *Herald's* regional online marketing director, said. "Some even posted signs in their cars asking people to vote for their pet. Our sponsors were so pleased with the ease of the contest and the print and online promotions we created for them that over half decided to sponsor our current "Cutest Kids" contest. We are so pleased with the UPICKEM Custom Contest Engine; the features and benefits have far and away exceeded our expectations."

UPICKEM joined forces with myCapture, another media services provider, in 2007 to form Second Street Media. With its combined customer base, Second Street Media now serves more than 800 customers in three countries, and has signed more customers in the first quarter of 2008 than in any preceding year.

"We're in a position now to provide an unparalleled suite of revenue-generating solutions to our affiliates," co-owner Matt Coen said. "We're excited about our recent growth and look forward to launching new and powerful products to our affiliates in the coming months and years."

About Second Street Media, Inc.

Second Street Media, Inc. was formed in 2007 as a merger between myCapture and UPICKEM and is based in St. Louis, MO. The combined company provides unique, affiliate-driven photo solutions and contesting solutions to more than 800 media organizations across the US, Canada, and the UK. The company's current product offering includes UPICKEM Sports, a national sports pick'em tool; UPICKEM Custom Contest Engine, a tool that allows affiliates to create any online contest on-the-fly; myCapture Publisher, a photo publishing and e-commerce tool; and myCapture Community, a photo gallery tool that allows readers to post and comment on photos and videos.