

NEWS RELEASE

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FOR IMMEDIATE RELEASE

OneDomain, Inc. Expands Sales and Support Staff

Birmingham – September 29, 2003 – OneDomain Inc. today announced the hiring of Jayna Friberg (Jayna@onedomain.com) as Western Regional Manager. Her responsibilities will be sales and service of the OneDomain ClearView product to TV stations in the western states and she will be based in Salt Lake City.

Ms. Friberg brings 25 years of television experience to the OneDomain staff. Employed most recently as an account executive at KSTU the Fox Owned and Operated station in Salt Lake. While there, she was responsible for developing non-traditional revenue and serving such accounts as Initiative Media. Prior to that, Jayna served as a senior account manager at Marketron International (formerly TvScan) serving stations in the Northwest region. She also has experience in national sales, traffic systems and has served as a TV station research director.

"Jayna's vast experience and established reputation as a consummate customer oriented professional further establishes OneDomain as the pre-buy system of the future. We are very excited to have her representing our product and our company." Said Greg Calhoun, Vice President, Marketing and Sales.

OneDomain, Inc. is a Birmingham, Alabama based software company dedicated to offering next generation software solutions for audience research that fit the needs of today's broadcast environment. OneDomain is staffed by a team of former presidents, vice presidents, entrepreneurs, and senior technology executives, whose partnership is differentiated from all other companies by its vast operating experience. OneDomain, Inc. completely understands the business complexities that lie beneath the balance sheet. This know-how is complemented by deep expertise in Nielsen ratings analysis, infrastructure, software components and Web-based solutions.

For more information about OneDomain, please visit the website at www.onedomain.com or e-mail sales@onedomain.com