



NEWS RELEASE
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RODAN MEDIA SIGNS CRITICAL DEVELOPMENT DEALS AS COMPANY REINCORPORATES AS RODAN MEDIA GROUP CORPORATION

Rodan Media has signed significant new development deals with key players of the domain industry as the company positions itself to become a key content provider and domain developer within the domain industry. Rodan Media Group intends to also maintain a strong presence in the world of individual website development, for individual clients and small business, as well as enhance its position as a key producer of high-quality video and audio products.

Current projects for Rodan Media Group include a mass domain development project involving a high-ranking figure within the domain industry. The project involves the development of nearly 200 domains across a network-style platform of interlinked websites. These domains will feature news, sports, travel, weather, finance, science, legal, and volunteer information. Due to confidentiality considerations, we can not disclose the individual's identity at this time.

Among the pet projects of Rodan Media Group is the long-term development of a traffic and travel news network of domains. The exhaustive project involves offering travelers relevant content, including drive-time video feeds of road conditions.

Another project that has begun is the development of a social networking site unlike anything currently purveyed by Facebook or Twitter. A further announcement on this domain development project will be coming by the end of the summer.

Rodan Media Group just completed this week the production of a 4-minute, 30-second Public Service Announcement for Gay American Heroes, a non-profit organization building a traveling memorial for gay people who have died as the result of hate crimes. The video PSA is planned for distribution with the Showtime Network's DVD release of the series, *The L Word*. Showtime is a subsidiary of CBS.

Rodan Media Group also continues to provide individual clients, outside of the domain industry, with content development and website development services aimed at enhancing overall online marketing strategies that, integrated with traditional marketing forms, will help those companies transition to the online world. Two new websites have been deployed in the past two days.

Among the officers in the new corporation is Donnie Goodwin, 56, a former real estate investor who worked as an investment banker for Merrill Lynch from 1986 to 1987, and then for Paine Webber from 1987 through the end of 1994. Donnie relocated to South Florida in 1997 and has been practicing corporate and business law, as well as criminal law, for the past 10 years.

Donnie will serve as the President and Chief Executive Officer of Rodan Media Group.

Danny Pryor, 40, is a former radio news anchor and Associated Press award-winning journalist who turned his attention to website development in 2000. He previously worked for KNUU radio in Las Vegas, WINZ and WIOD radio in Miami, served as news director for WGYL and WTTB radio stations in Vero Beach, and Metro Networks Miami operations office from 1997 through early 1999, where he met Christopher Leonard, who was Metro's Director of Operations.

Danny started Rodan Media in early 2001, partnering at the time with Christopher Leonard, but since 2002 Pryor has been operating Rodan Media as a sole proprietorship. Mr. Leonard is now Regional Vice President for Metro.

Danny will serve as Rodan Media Group's Vice President and Chief Operating Officer.

More information will soon be posted on Rodan Media Group's website, www.RodanMedia.net, as the site is redesigned to showcase all of the company's newer services and become more user-friendly and easier to navigate.

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