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FOR IMMEDIATE RELEASE

ONLINE MEDIA DIVA, INC. REBRANDS TO THE BLOO NETWORK  
New Network Focuses on Charitable Causes

**August 29<sup>th</sup>, 2008** – Online Media Diva, Inc. has announced the launch of The Bloo Network (TBN), [www.thebloonetwork.com](http://www.thebloonetwork.com). TBN will donate a portion of proceeds to Green, Humane, and Animal Causes.

TBN is an online media property comprised of 1.5 billion impressions per month with 25 million unique users. Verticals include Travel, Women, Finance, Business, Games, Health & Beauty and Eco-Friendly causes. Advertisers can buy banners, pop ups, co-registration, emails and other media types to target the users in TBN knowing that a portion of their media buy will go to Charity.

TBN will give a portion of proceeds to the following Charitable Organizations: USA for UNHCR, The Surfrider Foundation, The Nature Conservancy, and PETA.

Marne Semick, founder and CEO of Online Media Diva and TBN says, “It’s important for us to take a stand for what we believe in. The Internet is such a huge platform; we can bring people together to address some of the issues that our world faces. Hopefully, we can make a difference through the sale of online advertising. I believe we can.”

TBN hopes to grow its current advertiser base from 100 to 500 over the course of the next year, expanding the amount of advertising dollars that are given to charities.

If you’d like more information about this topic, please visit us at [www.thebloonetwork.com](http://www.thebloonetwork.com), or call us at 800-264-1166 or email [pr@thebloonetwork.com](mailto:pr@thebloonetwork.com).