



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
05.02.07:

2007 Spring Campaign:

- Citysearch web keyword assessment and implementation
- Editing of Citysearch overview blurb, tagline, etc.
- Coordination of TWW / King County Library Promotion:
 - Copywriting, promo scheduling, web review, prize support, etc.
- Assisted Kelly Koon in connection with Restaurants Unlimited, Inc. for possible chef tour.
- Adjustment of Print Production for Media Max print insertions (Bon Appetit, Gourmet, Architectural Digest, House & Garden pubs) for June 2007.
- Media calls with prospective alternative media outlets (Mtn. West Pubs, KCTS, Where to Retire, MNI, Clear Channel Radio group, Sandusky Radio Group, Travel 50 & Beyond, 24/7 Vacations, AAA, amongst others).
- Media reconciliation & accounts payable