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FOR IMMEDIATE RELEASE

April 24, 2006

FOR MORE INFORMATION

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Centramedia names official spokesperson

PAMPA, TEX. – In the days of big-named spokespersons such as Joan Rivers, Jessica Simpson and Gregory Hines, Centramedia introduces its own unique character – PING.

During Centramedia’s recent launch of new products and services they announced a contest in which individuals could choose a name for the company’s spokesperson. Of the various entries Centramedia received, the winning name was offered by Pampa Resident Kim Turner who received a \$100 Centramedia Gift Certificate for her creative efforts.

In technology-speak, PING is the acronym for Packet Internet Groper, which is used to test the availability of a specific IP address. It is primarily used to troubleshoot Internet connections. “If you look carefully, the phrase ‘Can you ping me now?’ can be seen on our red vans,” said Jaylene Watkins, Centramedia marketing/communication director. “PING is the most appropriate name for our new spokesperson who will represent various facets of Centramedia’s product and service offerings.”

According to Watkins, PING will be transformed from his initial formal introduction attire, top hat and microphone, and be fitted with product-specific attire. She said, “We are serious about building awareness of our new products and services, therefore, we felt the look of an official emcee was appropriate. People will soon see PING sporting looks representative of our specific products, such as Web hosting and networking services.” She noted that PING will appear on outdoor boards, print ads and on the company’s new Web site. “Our Web site is scheduled to launch very soon,” she said. “Many people know us as an Internet company, but we are so much more. Our site will provide information about all our technology products and services.”

The leading provider of Internet and computer networking services across the Texas Panhandle, Centramedia offers technology solutions to fit the way Panhandle residents work and the way they live. Centramedia contributes its success to its unwavering commitment to technological excellence and responsive, proactive service for valued customers. Centramedia employs professional Internet and networking technicians with more than 100 years of combined experience. For more information, or to join the ranks of the thousands of satisfied Centramedia customers, call 800.886.7451, or log on to www.centramedia.com.

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