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**PodShow and MediaVest Partner to Launch
EarthLink's "Make Advertising Better Challenge"**

Available exclusively on PodShow Podcast Network, the Audience Generated Advertising Campaign Enables a New Level of Interactivity between Brand and Consumer

New York, NY, June 13, 2006 – PodShow, Inc., the leading network for the creation, discovery and distribution of independently produced media, and MediaVest, EarthLink's Media Agency of Record today announced the launch of EarthLink (NASDAQ: ELNK), the nation's next generation Internet service provider's (ISP) "Make Advertising Better Challenge." The promotion, which starts this month, invites an audience of millions to compete by creating and submitting what they think would be 'better' advertising for EarthLink.

"The "Make Advertising Better Challenge" is one of the many promotions in PodShow's Advertising 2.0 and "Quit Your Day Job" initiatives that is changing the face and sound of media by inviting the audience to share in the creative process", according to PodShow's Co-founder and CEO, Ron Bloom. Bloom predicts that, within 5 years, over 50% of the media consumed will be created by other consumers. "Marketers have forgotten that advertising is *content*, and this promotion is a powerful example of how a brand can adjust its message to take advantage of the Big Shift in media creation and consumption."

EarthLink has been advertising on the PodShow network and has received recognition from podcast audiences for its willingness to explore and support this new marketing platform. The genesis of the "Make Advertising Better Challenge" program came from

valuable audience feedback to the traditional radio ad units that ran previously on the network.

“EarthLink is focusing on connecting with tech savvy audiences in ways that are meaningful to them,” said Scott Thomas, EarthLink’s director of media. “We have heard from consumers that they want new and interesting ads that fit with the podcasting format. Knowing this, we worked with PodShow to develop a unique way to create interesting and impactful ads for these listeners on their terms.”

The ‘Challenge’ invites the PodShow Podcast Network audience to create advertising jingles, spots or endorsements for EarthLink. Selected finalists will receive awards and the winning submissions have a chance to be featured in an upcoming EarthLink advertising campaign. The ‘Challenge’ will be promoted across over 100 Shows on the PodShow Podcast Network, making it the largest promotion of its type. Judges include a panel of experts from EarthLink, Podshow and MediaVest as well as audience participation.

“EarthLink has been a pioneer in using emerging media platforms to bring consumers engaging advertising messages. Their willingness to test and learn from these new platforms enhances their ability to stay relevant,” said Mohan Renganathan, VP, Associate Director of Digital Connections, MediaVest USA. “The result is an innovative and smart example of a user-influenced program that emerged because of valuable, candid consumer responses to the campaign that preceded this program.”

About EarthLink

“EarthLink. We revolve around you™.” As the nation's next generation Internet service provider, Atlanta-based EarthLink has earned an award-winning reputation for outstanding customer service and its suite of online products and services. Serving over five million subscribers, EarthLink offers what every user should expect from their Internet experience: high-quality connectivity, minimal online intrusions and customizable features. Whether it's dial-up, high-speed, voice, web hosting, wireless or "EarthLink Extras" like home networking or security, EarthLink connects people to the power and possibilities of the Internet. Learn more about EarthLink by calling (800) EARTHLINK or visiting EarthLink's Web site at www.EarthLink.net.

About MediaVest

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Innovation that Works* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including The Coca-Cola Company, EarthLink, Kraft, Masterfoods, and P&G. For more information, visit www.mediavestww.com.

About PodShow, Inc

The PodShow Podcast Network is the premier network in podcasting, assembling the leading communities in podcasting, as well as a host of the most popular personalities and podcasts in podcasting. PodShow also offers professional production and directory services to major media companies and traditional businesses. PodShow*PDN* is the first high-performance content delivery network meeting the specific needs of podcasting, delivering a comprehensive creation, production, delivery and monetization solution for independent podcasters and mainstream media companies. PodShow makes podcasts more accessible to a growing legion of listeners, provides resources for podcast producers, and enables marketers to take part in the podcast explosion. The company has greatly simplified the podcasting experience for artists, producers and listeners alike. PodShow is a privately-held company, backed by leading venture capital firms Kleiner Perkins Caufield & Byers, Sequoia Capital and Sherpalo Ventures. For more, visit: <http://www.podshow.com>, and for all queries visit: <http://www.podshow.com/contactus.html>.

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