

TechMedia Advertising, Inc. – Market Update

SINGAPORE, March 2, 2010 - TechMedia Advertising, Inc. (OTC Bulletin Board: TECM), ("TechMedia" or the "Company") is pleased to announce in the first 19 days of January 2010, the joint venture between TechMedia Advertising Mauritius (a wholly-owned subsidiary of TechMedia Advertising, Inc.) and Peacock Media Ltd., has completed the installation of the new digital streaming platform on an additional 731 long-distance buses in the Tamil Nadu Province.

This brings the total number of long-distance buses with digital streaming platform to 4508, operating from bus depots from 6 regions, namely SETC, Vilippuram, Kumbakonam, Salem, Coimbatore and Madurai.

With the completion of these buses, on a daily basis, the number of passengers who will enjoy these new services including infotainment and advertisement messages increases from the previously mentioned 300,000 to more than 360,000 on average.

A detailed list of these completed buses and the routes they cover is available on www.techmediaadvertising.com.

Corporation Wise-Depot Wise BOOM TV Installed Statement As Of 19-1-2010

S.No	MTC		Villupuram		Kumbakonam		Talem		Coimbatore		Madurai			
	Depot	Installation Completed	Depot	Installation Completed	Depot	Installation Completed	Depot	Installation Completed	Depot	Installation Completed	Depot	Installation Completed		
1	ANNAMALAI	50	1 THEIVANNAMALAI	27	Kumbakonam	13	Malyanoor	9	Onidipudi	40	10NDIGEL	21		
2	COMBAFORE	51	2 THEIVANNAMALAI	25	Kumbakonam	27	AITHANAKKI	10	Ooty	1	20NDIGEL	24		
3	Kanyakumari	44	3 THEIVANNAMALAI	25	DCIC TBCKT	9	Athar	50	MITTIPALAYAM 1	53	30NDIGEL	19		
4	Kanyakadu	40	1CDDALOORE	29	VATC TBCKT	41	BOMBO	21	MITTIPALAYAM 2	73	ARUPKOTAI	30		
5	KUMBakonam	50	2CDDALOORE	41	Tichy	86	DHARMAPURI	24	R.O BRANCH	20	KALLIPATE	1		
6	MADURAI	104	THUPPERAM	50	DEVAKOTAI	22	DHARMAPURITOWN	14	Palani	46	EDUPPATE	40		
7	MADRANJAM	24	2THUPPERAM	44	DURAIYER	25	EDAPADI	33	Palani	45	MADURAI NORTH	42		
8	NAGAPATTINAM	40	3THUPPERAM	20	KARUTHI	2	EPW 1	25	PALLADAI	20	NAGARKOIL	40		
9	NAGARKOIL	53	AKARI	7	KARAKOIL	24	EPW 2	34	SENDAM	25	NATHAN	8		
10	Pollavar House	30	CHENGALPATTU	40	KARUR	25	KARUR	34	THUPUR	21	OSDANCHAZHAM	7		
11	PONDY	50	CHITTYAR	2	MAOVARU SLADANERI	30	J P 1	20	Elkadon 1	55	PALANI	15		
12	SALUR	43	CHITAMBARAM	70	MADHUKALATHUR	11	J P 2	10	Elkadon 2	10	Pudukottam	44		
13	SENGOTTU	47	GINGEE	41	NAGAPATTINAM	20	KERNAGODI	15	UPPUPALAYAM	51	KALIPALAYAM	2		
14	Shangover	40	KALLAKURICH 1	45	PERAMANGUDI	3	KRISHNAGIRI TOWN	13	POLLACHI 1	35	Sipcot	24		
15	THEIRUVELU	50	KALLAKURICH 2	39	perambalur	29	Mettur	3	POLLACHI 2	20	SIVAKASI	2		
16	TBCKT	94	Kancheepuram	7	PUDUKOTTAI	44	NAMAKKAL	50	POLLACHI 3	21	THANJAVUR	29		
17	THANJAVUR	37	OREAI	42	SAMARAKO	29	OSIER	29	UDUMALAI PET	40	THEIRUADI	30		
18	THEICORN	55	KONAVATTAM	3	Rameswaram	2	PALAKOBE	10	wide body	15	VATHALAGENDE	24		
19			Kanyakadu	198	vengal	3	PENNAKALAM	34	pollachi body	15	VIRUDUNAGAR	29		
20			PODUR	2	Thaiperu	55	KADIPURAM	30			ST PAUL	11		
21			PONDICHERY	50	THEIRUPATHOOR	3	vengal	25						
22			SANKARAPURAM	8	THEIRUVARUR	25	THEIRUPATTUR	14						
23			THEIRUVALLUR	10	TN 43 N 1075	1	THIRAMANGALAM	2						
24			THIRUVANAM	24	TN 45 N 2402	1	DEP BODY	10						
25			THEIRUPPET	27	MALAGU DURAI	25	THIRAMANGALAM	2						
26			VANTHAVALU 1	6	ARANDKANGI	30								
27			VANTHAVALU 2	5	perukottai	20								
28			VELLORE	71										
29			VIRUDACHALAM 1	20										
30			VIRUDACHALAM 2	10										
31			VADAKOBE	30										
32			KUPPAREM	40										
33														
Total		988	Total		1089	Total		563	Total		449	Total		489