

PRESS RELEASE

For immediate release

Madison Media & Madison PR Win AOL Account

Bangalore, May 3, 2007: AOL, a division of Time Warner, the world's leading media company, which recently announced the launch of www.AOL.in has appointed of Madison Media as their Media AOR and Madison PR as their PR agency.

Says **P.G. Ponnappa, VP and General Manager of AOL Interactive Media India**, *"We have always admired Madison as an organization known for its strong commitment to delivery and are happy that two reputed units of Madison World – Madison Media and Madison PR will be strongly supporting AOL plans in India."*

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *"Time Warner, owner of AOL is the world's leading media company and we are delighted that AOL has chosen us as their Media and PR partner. I welcome AOL to our marquee client roster and am confident that we will not just meet but surpass their expectation."*

The account will be handled from Madison's Bangalore office.

About AOL

AOL Global Operations Limited runs the www.AOL.in portal and other international ventures. AOL Global Operations Limited is a wholly owned subsidiary of AOL LLC. AOL is a global Web services company that operates some of the most popular Web destinations, offers a comprehensive suite of free software and services, and provides a full set of advertising solutions. A majority-owned subsidiary of Time Warner Inc., AOL LLC is based in Dulles, Virginia, AOL and its subsidiaries also have operations in Europe, Canada and Asia. Learn more at AOL.com

About Madison World

Madison Media handles a select number of large and prestigious clients including P&G, Gillette, Coca-Cola, Godrej Consumer Products, Godrej Sara Lee, Airtel, General Motors, Playwin, TVS, Acer, Asian Paints, Marico, Tata Tea, Tata AIG, Radio Mirchi, Kotak and Cadbury.

Madison PR handles a select number of large and prestigious clients including P&G, Britannia, McDonald's Café Coffee Day, Godrej Appliances, Godrej Retail, O2, GoAir, MTDC and Titan Fastrack.

Both Madison Media and Madison PR are part of Madison World which also has specialist units in Creative, Outdoor, Rural, Retail and Entertainment; employing over 450 communication professionals in 7 cities across India.