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FOR IMMEDIATE RELEASE

ADMEDIA REPRESENTS i-FRONTIER IN SALE TO AVENUE A

NEW YORK, December 3, 2002 – New York financial advisory firm AdMedia Partners, Inc. represented i-FRONTIER, Corp., a full-service interactive advertising agency based in Philadelphia in its sale to Avenue A, Inc. (NASDAQ: AVEA), a digital marketing services and technology company. i-FRONTIER will retain its brand identity and operate as a subsidiary of Avenue A, Inc., along with the company's other interactive agency business units, Seattle-based Avenue A and Avenue A/NYC. Terms of the transaction were not disclosed.

Founded in February 1996, i-FRONTIER specializes in website and ad creative development, email and relationship marketing, search engine optimization, and media planning and buying. i-FRONTIER provides these services to a variety of industries including pharmaceuticals. In a recent Forrester Research report, i-FRONTIER was named one of the leading agencies serving pharmaceutical companies due to its broad marketing-technology expertise and deep pharmaceutical consumer-marketing focus. Clients include AT&T, AstraZeneca, Novartis, Wyeth, Aventis and Roche Diagnostics.

Under the leadership of its founder and president, Brad Aronson, i-FRONTIER has had significant growth in the past few years, despite the weakened advertising economy. The privately-held company has been consistently profitable and is expected to exceed \$7 million in revenues for 2002. i-FRONTIER employs 58 people, and will continue to be led by Aronson and his current management team.

“The acquisition of i-FRONTIER reflects our strategy of partnering with leading digital marketing companies that directly contribute to profitability while further enhancing our leadership position in the industry,” said Brian McAndrews, Avenue A, Inc. president and CEO. “The combination of i-FRONTIER's and Avenue A's strong client portfolios will make us an even more potent force in the digital marketing industry. Given our shared vision of the incredibly bright future ahead for online advertising, we expect it to be a solid fit, both operationally and culturally.”

McAndrews further noted that the acquisition is expected to be immediately accretive to earnings.

“We are proud to be a part of the Avenue A, Inc. family,” said Aronson. “The company has clearly emerged as a leader in the sector. Its focus on analytics and technology to drive unprecedented client results has put it in a great position to capture a major part of the growth that will inevitably occur in this market. This partnership allows us the freedom to continue to do what we do best, while giving us the opportunity to leverage our creative capabilities, enhance our service and technology offering, and be a part of a larger, more diversified organization.”

Established in 1990, New York firm AdMedia Partners, Inc. provides financial advisory and strategic advisory services to media, advertising, marketing services, information and Internet businesses. For more information, please visit the firm’s website at www.admediapartners.com.

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