



**CHANNEL M EXPANDS ITS RELATIONSHIP WITH RETAIL BRANDS JOURNEYS AND JOURNEYS KIDZ TO INCLUDE EXCLUSIVE ADVERTISING SALES**

**LOS ANGELES**— June 23, 2009 – Channel M, the industry leading producer of customized in-store TV networks, announced that Genesco Inc., a Nashville-based specialty retailer selling footwear, headwear and accessories in more than 2,250 retail stores including its Journeys and Journeys Kidz branded retail stores, has signed a new agreement with Channel M to re-launch its in-store TV network. The new network launch will have an improved programming look and make advertising inventory and product placement available to external advertisers seeking to reach the same core customer base of young men, women and children in Journeys and Journeys Kidz stores.

Channel M is a full-service operator of in-store TV networks which includes, but is not limited to content production, technology, network installation and advertising sales. Channel M produces custom content and advertisements which are specifically targeted towards each in-store TV networks' target shopper demographic.

While Channel M has been producing shows for both Journeys and Journeys Kidz for several years, they have recently upgraded all content to include exclusive, original segments such as My Journey, Blowin' Up, All Access and more. These segments feature professional, amateur and aspiring athletes, music artists and other entertainers showcasing their extraordinary talent. These custom segments are programmed with other content such as music videos, action sports segments and cutting edge graphics to complete the show format.

"The in-store television program in Journeys and Journeys Kidz stores is a key communication tool with our customers. It is important that the content we air connects with our core customer base and inspires them," said Jim Estepa, President and Chief Executive Officer for Genesco Retail Group. "We are pleased with the direction Channel M has taken with the programming and believe that it supports and reflects our customer's lifestyle and sets us apart from our competition."

In addition to the new programming format, Channel M is now exclusively selling advertising into the shows. With the addition of Journeys to Channel M's growing Young Adult network which also includes in-store TV networks in Steve Madden and ecko unltd. stores, Channel M offers advertisers a compelling and targeted network reaching 10.8 million consumers in 982 stores each month.

This also marks the first time the Journeys Kidz in-store TV network is being represented to third-party advertisers as a true media vehicle. With 145 stores in major markets, marketers have an opportunity to efficiently reach 1.2 million tweens each month.

"We have enjoyed working with Genesco for several years now and are very excited to take our relationship to the next level," said David Teichner, CEO for Channel M. "We truly believe that the right in-store content can drive results for our retail partners, connect with consumers and be a powerful medium for relevant advertisers. Journeys and Journeys Kidz have a phenomenal in-store environment and targeted audience. The in-store TV show is a big part of that experience and we are proud to produce the shows for them."



### **About Genesco**

Genesco Inc., a Nashville-based specialty retailer, sells footwear, headwear and accessories in more than 2,225 retail stores in the United States and Canada, principally under the names Journeys, Journeys Kidz, Shi by Journeys, Johnston & Murphy, Underground Station, Hatworld, Lids, Hat Shack, Hat Zone, Head Quarters and Cap Connection, and on internet websites [www.journeys.com](http://www.journeys.com), [www.journeyskidz.com](http://www.journeyskidz.com), [www.shibyjournneys.com](http://www.shibyjournneys.com), [www.undergroundstation.com](http://www.undergroundstation.com), [www.johnstonmurphy.com](http://www.johnstonmurphy.com), [www.dockersshoes.com](http://www.dockersshoes.com), and [www.lids.com](http://www.lids.com). The Company also sells footwear at wholesale under its Johnston & Murphy brand and under the licensed Dockers brand. Additional information on Genesco and its operating divisions may be accessed at its website [www.genesco.com](http://www.genesco.com).

### **About Channel M**

Channel M develops customized in-store television networks to drive sales in retail and lifestyle environments. By evaluating each retailer's goals, consumer dwell times and buyer behaviors, Channel M's in-house programming team creates content for in-store networks that enhances shopping experiences, increases store sales and generates revenue with targeted advertising and sponsored features. The Company's digital delivery platform offers on-demand updates, as well as localized programming and ad targeting features. Through its over 20 retail networks, Channel M offers advertisers access to millions of highly targeted consumers each month while they are actively shopping. Headquartered in Los Angeles, Channel M clients include Nordstrom, Marc Ecko, Steve Madden, Journeys and My Gym children's fitness facilities. Channel M is also a founding member of OVAB (Out-of-home Video Advertising Bureau). For more information on Channel M, visit [www.channelm.com](http://www.channelm.com).

### **About OVAB**

Founded in 2007, the Out-of-Home Video Advertising Bureau (OVAB) represents leading out-of-home video networks and the advertising community that is actively engaged in planning, buying and evaluating the effectiveness of the medium. On behalf of its members, OVAB seeks to foster ongoing collaboration between agencies and out-of-home video advertising networks; provide standards, best practices and industry-wide research; and promote the effectiveness of out-of-home video advertising. For more information, please visit [www.ovab.org](http://www.ovab.org).

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