

Press Release

For Immediate Release
March 15, 2005

Business Development Leader Morrison and Abraham to Host Annual Smart Money Summit – A Two Day Seminar to Help Advertising Professionals Build Revenue

New York: Interep (OTCBB: IREP) subsidiary **Morrison and Abraham** will host Smart Money Summit (SMS) on April 28 & 29, 2005 at the Omni Parker House Hotel in Boston. SMS is a two-day seminar offered by Morrison and Abraham to Sales Professionals and Sales Management at media companies to enhance sales efforts. The seminar provides an interactive opportunity for media clients to learn from industry experts in target categories and from each other through presentations, panel sessions and Q&A. Below are just some of the rave reviews received from past attendees of this seminar.

"I closed a \$6 million deal for my company based on what I learned at SMS last year!!"
Business Development Manager, Cox Television

"The best seminar you will ever attend in your career. I would send my whole staff if I could"
General Sales Manager, Infinity Radio

"Thank you for an outstanding conference. You clearly put so much into it and I want you to know that it showed. The dynamic, high quality end-result was very much apparent"
Business Development Manager, Entercom Radio

Past Speakers Have Included:

- ANTHONY PARINELLO (Best-Selling Author of SELLING TO VITO), NEIL RACKHAM (Best-Selling Author of SPIN SELLING and RETHINKING THE SALES FORCE), STEPHEN C. LUNDIN, Phd (Co-Author, FISH!), DEBBIE HABER (Regional Manager, General Motors Media Works), LYNN WILSON (National Field Marketing Director, Key Bank), KEVIN MARTIN (Senior Brand Manager, Schieffelin & Somerset), JIM P. MCGUINNESS, (Regional Business Development Manager, Bayer Consumer Care)

Who Should Attend:

- General Managers, General Sales Managers, Directors of Sales, Vice Presidents of Advertising, National Sales Directors, Display Advertising Directors, Business Development Managers & Sellers and anyone in media sales who wants to grow their business.

Why You Should Attend:

- Tap into Millions of Dollars of Closed Business . . . media clients join together and share their most successful business development programs
- Learn the How To . . . You will leave with actionable items that can quickly turn into revenue
- Straight From the Source . . . Hear industry leaders tell you how to get the money
- Networking Opportunities . . . Interact with managers and sellers from all over the country

To reserve a seat for yourself and/or for your staff, please contact Rose Dacey at (781) 986-2100 or go to Morrison and Abraham's newly developed web site at www.morrisonandabraham.com.

About Morrison and Abraham:

Morrison and Abraham is a firm of sales strategists and trainers who maximizes the efficiency and effectiveness of your sales force by increasing their opportunities to generate revenue and improving their ability to capitalize on those opportunities profitably. For 20 years Morrison and Abraham has been empowering media sales departments to proactively pursue business development revenue to create new wealth from new prospects in new categories through direct relationships with non-advertising decision-makers. For more information, visit the company's website at www.morrisonandabraham.com.

Contact: Rose Dacey, Morrison and Abraham, Phone: 781-986-2100, e-mail: rdacey@morrisonandabraham.com

About Interep:

Interep (OTCBB: IREP) is the nation's largest independent advertising sales and marketing company specializing in radio, the Internet and complementary media, with offices in 17 cities. Interep is the parent company of ABC Radio Sales, Infinity Radio Sales, and the Freedom Radio Group, which includes Cumulus Radio Sales, D&R Radio, McGavren Guild Radio, SBS/Interep and Susquehanna Radio Sales. Interep Interactive is the company's interactive representation and web publishing division specializing in the sales and marketing of on-line advertising, including streaming media. Interep Interactive includes Winstar Interactive, Cybereps and Perfect Circle Media. Interep is also the parent company for The Event Shop, an event marketing firm. In addition, Interep provides a variety of support services, including: consumer and media research, sales and management training, promotional programs and unwired radio "networks." Clients also benefit from Interep's new business development team, the Interep Marketing Group, as well as Morrison and Abraham, Interep's sales consulting division focusing on non-traditional revenue. For more information, visit the company's website at www.interep.com.

Contact: Jane Sperrazza, Interep, Phone: 212-916-0524, e-mail: jane_sperrazza@interep.com