



FOR IMMEDIATE RELEASE

OTCBB: CLTR

Culture Medium Holdings Adds WNBC All Night Host Joey Reynolds to Board

June 17, 2011 – Las Vegas, Nevada (Marketwire via Comtex -- Culture Medium Holdings Corp. (OTCBB Symbol: CLTR) (“Culture Medium Holdings” or the “Company”), an innovative holding company trading over the counter on the OTCBB under the symbol CLTR, announced today the addition of long time radio and WNBC television host Joey Reynolds to the Board of Directors. Culture Medium Holdings Corporation’s business strategy is to deliver sustainable organic growth through the careful selection of business units that create the protected space for the birth of sustainable commerce.

Joey Reynolds is the pseudonym of Joey Pinto, host of TV’s All Night With Joey Reynolds on NBCNY NonStop and for 15 years previously hosting the U.S. radio program The Joey Reynolds Show via the WOR Radio Network.

Reynolds’ broadcasting career started on TV in Buffalo at WGR TV 2. His first radio job was at WWOL in Buffalo with Dick Purtan and then WKWK, Wheeling, WV. After that he continued at several venerable stations, including WKBW in Buffalo, New York, WHTZ and WNBC in New York City, KQV in Pittsburgh, KMPC and KRTH in Los Angeles, WDRC in Hartford, WIXY in Cleveland, and WIBG and WFIL in Philadelphia.

He rose to fame as a Top 40 radio personality during the 1960s and 1970s, amassing huge audiences in places such as Hartford, Connecticut, Cleveland, Ohio, Detroit, Michigan, and his hometown of Buffalo, New York. Reynolds is often regarded as the originator of “shock talk radio”, whose sometimes outlandish on and off-air stunts garnered widespread publicity. (The Four Seasons even produced a special radio jingle for the introduction of his daily radio show). He was the focus of a two-part series on The Oprah Winfrey Show concerning talk radio personalities, on which more than a dozen of Reynolds’ media peers paid tribute to him. Moreover, he has been invited to speak about entertainment media at several radio industry conferences. During his time in Buffalo, he and fellow DJ Danny Neaverth recorded a novelty single entitled “Rats in My Room”.

Reynolds is presently the host of All Night with Joey Reynolds which airs locally on WNBC-DT2, the digital subchannel of television station WNBC-TV known as “New York Nonstop”. It broadcasts live from the NASDAQ site in Times Square on 43rd Street and Broadway. Reynolds is reunited with his former WNBC radio sidekick, Jay Sorensen, who is the program’s announcer.

About Culture Medium Holdings Corp.

Culture Medium Holdings Corp. is a product innovation company trading over the counter on the OTCBB under the symbol CLTR. At Culture Medium Holdings, the business strategy is to deliver sustainable organic growth through the careful selection of business units that create the protected space for the birth of sustainable commerce. For further information, please contact the company office at 702.589.5849 or visit www.culturemedium.com

Forward Looking Statements

This current report contains “forward-looking statements”, as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements

in this current report, which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainty of financial estimates and sales projections, industry trends, the competitive and regulatory environment for start up companies, stock market conditions, unforeseen technical difficulties and our ongoing ability to operate a business and obtain financing. These forward-looking statements are made as of the date of this press release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements.

Although we believe that our beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurances that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the Company's annual report on Form 10-K, quarterly reports on Form 10-Q and other periodic reports filed from time-to-time with the Securities and Exchange Commission pursuant to the Securities Exchange Act.

For more information, please contact:

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