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# Dusho Appointed to Lead BroadSign

*Industry Veteran Brian Dusho Takes Over from Departing CEO Rick Engels, Reaffirms Goals for 2009*

MONTREAL, Feb. 2 /PRNewswire/ -- BroadSign International, a leading provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks, announced that Chief Strategy Officer Brian Dusho has been appointed President of the company, as Patrick (Rick) Engels has stepped down from the post of CEO to pursue other career opportunities.

Brian Dusho is a digital signage industry veteran and a founding member of BroadSign International. He has been instrumental in building strong sales and marketing organisation and expanding BroadSign's foothold from North America to Europe, Asia and Latin America. Mr. Dusho has been a visionary force in identifying strategic market trends and gearing product development towards them, which allowed BroadSign, a company created in 2004, to seize leading positions in a very short span of time.

"I enjoyed working with Rick Engels, and I thank him for his commitment and contribution since he took over 15 months ago," said Brian Dusho. "I wish Rick all the best in his new endeavors."

Cord Christensen, also a co-founder of BroadSign international, who had been CEO of the company in the past, has been re-appointed Chairman and CEO and will be in charge of corporate governance.

Brian Dusho will oversee strategic product development and run day-to-day operations.

According to Brian Dusho, his efforts will focus on boosting core revenue streams such as software subscriptions, managed services and implementing strategic initiatives such as BroadSign Open -- a breakthrough web-based platform for media aggregators and buyers to plan and purchase ad space across the BroadSign-powered universe.

"I am excited to lead BroadSign as we transform our refreshed growth plan, industry-leading technology and recently announced partnerships into sizable returns for our customers and shareholders," said Dusho.

"Brian has been a key manager who has conceived and executed a winning product strategy. He is a true leader and a field expert in one, and the Board has expressed full confidence that he will take the company to the next stage of success," said Cord Christensen, Chairman and CEO of BroadSign International.

Following the leadership transition, corporate headquarters will be transferred from Minnesota to Montreal, where the R&D, support, sales and marketing departments have been located since BroadSign's inception.

## About BroadSign

BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. BroadSign(TM) Suite was built for digital signage networks that generate revenue from advertising sales. It resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the need for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime, reliably play back scheduled content on each screen and account for campaign performance. Essential support and maintenance services are included in the per-player monthly license fee. BroadSign is a member of the Out-of-home Video Advertising Bureau (OVAB), OAAA, the Digital Signage Association and POPAI.

165 digital signage networks in 25 countries run on BroadSign(TM) Suite platform. With over 15-thousand software licenses registered in 2008, BroadSign now hosts the largest aggregate of digital signage networks connected by the same shared infrastructure.

The company's corporate headquarters, Operations, Support and Development facilities are located in Montreal, Canada. For more, visit <http://www.broadsign.com>

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