



**eVISION SELECTS BROADSIGN'S SOFTWARE TO POWER NEW DIGITAL SIGNAGE NETWORK IN VIRGIN MEGASTORES NATIONWIDE**

*BroadSign's Software as a Service (SaaS) Solution Will Allow eVision to Manage Lifestyle Marketing at Virgin Megastores*

**MINNEAPOLIS, MN and HOLLYWOOD, CA – February 6, 2008** – BroadSign International Inc., a leading worldwide provider of hosted software for operating digital signage networks, announced today that BroadSign's Software as a Service (SaaS) solution BroadSign™ Suite will be deployed to run the eVision network of digital screens in all U.S. Virgin Megastores. eVision is a content creator and an operator of digital signage networks in hospitality, recreational, retail and medical environments.

Using BroadSign™ Suite will allow eVision to operate a network of 400 digital displays of different sizes in 10 Virgin Megastores across the US. Each location will have up to 40 screens geared to the affluent 18-44 year old demographic creating an 'experiential environment' by entertaining shoppers and informing them of the latest movies, music releases, games, books, electronics, apparel and fashion accessories on a playlist-style programming loop. The displays will feature an 8-hour mix of high-definition content to be updated daily while allowing customer interaction via mobile phones and Internet.

"Our solution was designed to support complex programming and pinpoint targeting that can be done easily from one central location, so the BroadSign Suite's rich functionality will be put to good use here," said Rick Engels, president and CEO of BroadSign International, Inc. "I'm also glad that eVision will be able to appreciate our latest enhanced campaign performance reporting system that further facilitates communication with advertisers."

eVision's roster of clients has included McDonald's, Macy's, Royal Caribbean Cruise Lines, Hard Rock Hotel, Hard Rock Cafes, H&M, Ralph Lauren/Polo, Levi Strauss, JC Penney and the U.S. Armed Forces, among many others.

"Turning this bold and innovative concept into reality at Virgin Megastores was a challenge," said Gary Hunt, president of eVision. "The vast amount of content, the need for customizing the program for each store and potentially for each area in the store as well as custom requirements from our advertisers led us to BroadSign. The company has proven that its software is the best fit for many of our networks."

The network will be rolled out in February-March 2008. Most of the store chain suppliers have already committed to buying time on the network.

“The Virgin Megastores have always been about innovation and evolving the retail environment to meet the needs and desires of our customers,” said Dee Mc Laughlin, Vice President of Marketing, Virgin Entertainment Group, North America. “With the launch of Virgin Mega TV we are continuing that commitment. We are excited about the new technology that allows us to have a "live" show playing in our stores.”

### **About BroadSign International Inc.**

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. The BroadSign™ Suite resolves the challenges facing modern digital signage networks: 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. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member company of the Out-of-home Video Advertising Bureau (OVAB), OAAA, In-Store Marketing Institute and POPAI. Digital signage networks in 25 countries around the world use The BroadSign™ Suite. The company's corporate office is located in Minnetonka, Minn., USA. For more, visit [www.broadsign.com](http://www.broadsign.com)

### **About eVision**

eVision is a leading provider of Digital Signage Networks, creating cutting-edge digital signage content to a myriad of environments; hospitality, recreational, retail, medical, to name but a few. eVision combined Emmy Award-winning creativity with state-of-the-art technology to reach an increasingly elusive consumer with targeted messages. eVision is poised to take full advantage of tomorrow's technology today and set the standard for out-of-home programming, advertising and deployment; utilizing dynamic content to reach and affect your consumer when and where you want.

Founded in 1982 (ETV Network), eVision has helped shape the out-of-home advertising/entertainment industry. eVision has developed and/or deployed successful networks in McDonald's, Wet Seal, Macy's, Rainbow Apparel, Royal Caribbean Cruise Lines, Chuck E. Cheese's, Rent-A-Center, Rentway, Gold's Gym, Hard Rock Hotel, Hard Rock Cafes, H&M, Ralph Lauren/Polo, Levi Strauss, JC Penney and the U.S. Armed Forces Radio and Television Service.

The list continues to grow with the advent of Digital Signage. Hughes has chosen eVision to create both BPTV (British Petroleum) and the Arco and AM/PM networks as well. The eVision family employs more than 300 creative and technical associates. Our 125,000+ square feet of production facilities and more than 100 editing bays enable us to service many televisions and film projects. "House," "Numbers," "CSI," and "Dexter" are edited weekly at our facility. The Academy Award-winning "Crash" and the theatrically acclaimed "Bobby" both used our facility's services. After 25 years eVision is poised, once again, to break new ground. Please join us by visiting [www.evisionnetworks.com](http://www.evisionnetworks.com) or call (323) 785-2690 for more information.

### **About Virgin Entertainment Group**

Virgin Entertainment Group is the world's leading multi-channel music and entertainment retailer, providing customers with a range of entertainment experiences through a family of integrated Virgin-branded businesses. Virgin Megastores and Virgin Megastore Online at [www.virginmega.com](http://www.virginmega.com) are integral parts of a strategy to provide entertainment customers with what they want, how they want it, and when they want it.

For more information, or to check out the location of the nearest Virgin retail, go to [www.virginmega.com](http://www.virginmega.com) or [www.virginmegamashup.com](http://www.virginmegamashup.com)

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