



BROADSIGN WORKS WITH ZOOM MEDIA & MARKETING DIGITAL SIGNAGE NETWORK TO MANAGE ADVERTAINMENT SCREENS IN POPULAR NIGHTLIFE VENUES NATIONWIDE

BroadSign's Digital Signage Software Enables Zoom Media & Marketing To Build out Industry-Leading Network

MINNETONKA, MN and NY, NY – January 22, 2008 – BroadSign International Inc., a leading worldwide provider of hosted software for managing digital signage networks and Zoom Media & Marketing, a targeted out-of-home media provider, announced today that BroadSign's Software as a Service (SaaS) solution BroadSign™ Suite will be used to operate and grow Zoom's networks of digital screens. Zoom Media's digital signage network includes displays in high-traffic areas in bars and restaurants in the top ten markets nationwide.

"We chose BroadSign because of the flexibility and modularity of their software, their charting system, and the ability to do things like customize loop content, schedules, and play features," said Dennis Roche, president of Zoom Media & Marketing. "Advertisers are becoming increasingly receptive to digital signage and we look forward to giving them the flexibility and reach that BroadSign's platform offers."

Using BroadSign™ Suite will allow Zoom's networks to schedule and ensure content playback on each screen, monitor network and campaign performance and produce proof-of-play reports for advertisers. The enterprise-scale software also makes it easy to manage media space inventory, view avails, as well as target campaigns by demographic and geographic criteria from one central location.

"Zoom's broad national scope requires technology that allows them to tailor their content by region or time while remaining cost-effective to manage regardless of how large the network gets," said Rick Engels, president and CEO of BroadSign. "BroadSign Suite was designed with a focus on flexibility and growth, which suits Zoom's major expansion plans. Zoom's ad sales team also appreciated the fact that we can provide auditable metrics comparable to traditional media and Internet."

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

About Zoom Media & Marketing

Zoom Media & Marketing operates in an indoor network of over 6,000 venues including fitness centers, indoor soccer facilities, bowling centers, family entertainment centers, restaurants and nightclubs that reach active consumers. Zoom also has an in-house event marketing and promotion department that constructs custom media placements and marketing programs. With over 48,000 billboard locations throughout North America, Zoom is owned by Telemedia, a North American media holding company. For more information, visit www.zoommedia.com.

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