



BROADSIGN CREATOR TOOL ENABLES LOCAL NETWORK BRANCHES TO CREATE AND DISPLAY THEIR OWN DIGITAL SIGNAGE MESSAGES

Local Managers Can Now Produce and Run Their Own Mini-Campaigns without Affecting Global Network Schedules

MONTREAL, CANADA December 15, 2008. BroadSign International, a leading provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks, has released its first web-based application, BroadSign Creator, to enable small networks or local operators within large networks to quickly create content and play it back on their network segments.

BroadSign Creator is the company's response to feature requests from client networks, mostly retail, who needed to give more flexibility to local divisions in maximizing their sales. With BroadSign Creator, branches can react quickly to changes in inventory levels, weather conditions, local events or other factors, and inform their customers or move relevant products off the shelves via promotional, sale or liquidation campaigns, bypassing the traditional campaign execution process via the network operator's head office.

Network operators can allocate a certain number of ad spots to branches to be used at their discretion. With BroadSign Creator, managers can create compelling messages on-the-fly, using templates, stock images and fonts and schedule them for playback on their screens within minutes.

"BroadSign Creator is extremely easy to use, it requires no training and provides an immediate way for our customers to increase productivity and revenue" says Brian Dusho, Chief Strategy officer of BroadSign International. "In our four major vertical markets: retail, healthcare, lifestyle/entertainment and transit, the ability for venues to change content and schedules quickly or placing a local ad without waiting for the head office to process it is often critical. Our new tool simplifies this workflow."

BroadSign Creator is available to all new and existing client networks as of December 15, 2008.

Although the company's main target has been large network operators, the release of the new web application is part of BroadSign's strategy to further penetrate the small and medium-size network market.

"2008 has been another strong year for the company," says Rick Engels, CEO of BroadSign. "Despite the weak economy, we increased the sales volume by over 300%, both through winning new customers and deploying additional sites within existing networks."

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™ Suite 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 combines extensive expertise in digital signage software, media, advertising, and information technology and is a member of the Out-of-home Video Advertising Bureau (OVAB), OAAA, the Digital Signage Association and POPAI. Over 150 digital signage networks in 25 countries run on BroadSign™ Suite platform. The company's corporate office is located in Minnetonka, Minn., USA and Operations, Support and Development facilities are in Montreal, Canada. For more, visit www.broadsign.com.

Press Contact:

Nurlan Urazbaev
1 514 399 1184
nurlanu@broadsign.com