

GIA NETWORKS AND BROADSIGN BRING DIGITAL SIGNAGE TO MINNESOTA'S RETAIL SECTOR

BroadSign Helps Cut Deployment Time, Allows Versatile Campaign Execution

APRIL 30, 2008 – BroadSign International Inc., a worldwide provider of 'Software as a Service' (SaaS) solutions for managing digital signage networks, and GIA Networks have started deployment of BroadSign™ Suite to power screens in high-end fashion boutiques, shopping centers and salons.

GIA Networks is a Minneapolis-based operator of digital out-of-home networks with a unique style and original content. Designed for the Twin Cities' high-income consumer, GIA Networks runs a closed network with original monthly programming. Bright 32"-50" LCD screens are being installed in high-density shopper traffic areas with the goal of entertaining and informing patrons of products, services, events and local trends. An initial 30 screens will be operational in April, and 60 locations will be deployed by the end of 2008. The programming loop consists of infotainment and advertisement segments and is adjusted to the time customers spend at each location. The advertising time is split between store owners and local and regional advertisers.

"BroadSign's SaaS approach allowed us to start fast and now we are able to focus mainly on the media aspect of our business and less on IT," says Marta Anderson-Szomor, CEO of GIA Networks. "We can easily target audiences by location or customer profile, update schedules and content, and provide advertisers with the proof-of-performance reports they need to gauge campaign effectiveness."

"GIA Networks' model requires all the flexibility and efficiency you can imagine from a network management perspective," said Rick Engels, CEO of BroadSign International. "BroadSign is able to fulfill all these requirements and help GIA grow their business, while maintaining a lean media company structure."

GIA Networks is deploying the new, 6.1 version of BroadSign™ Suite that has a dynamic rate card, allowing networks to price campaigns based on the number of ad plays or impressions.

Using BroadSign™ Suite 6.1, network operators can satisfy the most demanding advertisers by generating media buyer-friendly documents such as insertion orders, campaign progress reports and affidavits. All existing BroadSign-run networks are remotely upgraded to new software versions regularly at no charge.

"GIA's innovative concept is that of a local magazine in video format," says Anderson-Szomor. "We truly are the next wave of media distribution and local information delivery. The system we operate with BroadSign's software enables our partner boutiques, salons, and offices to eliminate the clutter of static advertising, and at the same time creates a stylish and effective environment for marketers to deliver their messages."

GIA Networks selects their advertisers strictly from entertainment, lifestyle and fashion industries to make sure their ads match the programming content and relevant to the target audience.

“GIA Networks fits perfectly in my store and helps create a dynamic and trendy atmosphere that my customers like, says Caesar Russell, owner of Stiletto (a GIA Networks’ business partner and advertiser). “For local boutiques, including mine, GIA Networks is a great way to promote your business as edgy, stylish and in-the-know.”

About GIA Networks

GIA Networks is a Minneapolis-based production and operating firm of full-video closed digital networks. GIA Networks brings targeted entertainment, fashion and lifestyle programming to the Twin Cities retail and business environment and offers a unique platform for entertainment, fashion and lifestyle advertising.

Providing original monthly programming focused on local entertainment, style, and lifestyle information, GIA is bringing the Twin Cities to the next stage of media distribution and information services.

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About BroadSign International Inc.

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. BroadSign™ Suite is a 'Software as a Service' (SaaS) platform that 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, POPAI and CODA. Digital signage networks

in 25 countries use the BroadSign™ Suite. The company's corporate office is located in Minnetonka, Minn., USA, and Support and Development facilities are in Montreal, Canada. For more, visit **HYPERLINK** "http://www.broadsign.com" www.broadsign.com.

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