

## Neo Advertising Canada to Report Profitability Despite Recession

08:05 EST Thursday, December 11, 2008

Canadian Digital Signage Network Operator Benefits from Viable Business Model, Strategic Partnerships and Reliable Software Platform

MONTREAL, Dec. 11 /PRNewswire/ -- Neo Advertising Canada, the largest digital signage network operator in Canada, has achieved profitability in the second year of operation, and forecasts a solid performance in 2009.

Neo Advertising Canada was created in 2006 as a result of assets acquisition of former Dan Media by Swiss-based Neo Advertising Group. Neo Canada now operates a new breed of custom-designed networked screens installed in food courts in 60 prime-location shopping malls across Canada. Neo Canada generates revenue from national-scale and local advertising campaigns booked by mall vendors and brands.

Earlier this year the company joined forces with Montreal-based firm Traffic -- a major owner and operator of static advertising properties in shopping malls. The alliance allowed Neo-Traffic to build an integrated approach to communicating with mall visitors, thus enhancing the level of client services, instead of competing with non-digital advertising providers. The aggregated coast-to-coast network covers 121 shopping centers with a combined traffic of over one billion visitors a year.

Internal surveys conducted by Neo Advertising Canada showed positive results from Neo-Traffic campaigns that boosted both sales and store traffic. Advertising categories include traditionally strong telecommunications, movies and lottery, as well as newly added ones, such as fashion, beauty, jewellery, auto, travel, food, government and financial services.

The CEO of Neo Advertising Canada, Benjamin Mathieu, attributed the success of the network to the right choice of a business model, strategic partnership with Traffic, and the reliability of the software platform. "We are very pleased with the fact that the technology part is largely outsourced; it saves Neo Canada time and money, and we can dedicate the freed resources to running our media business," says Mathieu. "BroadSign SaaS ensures close to 100% network uptime and provides us with all the workflow and accountability we need to work with our advertisers".

## About Neo Advertising:

Neo Advertising is a worldwide leading provider and operator of Digital Out-of-Home networks. Neo Advertising, through its subsidiaries and affiliates, markets and sells airtime on 100,000 digital public displays. Neo Advertising operates in Canada, Germany, Italy, The Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the UK. More at <http://www.neoadvertising.com>

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## About BroadSign:

BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. The BroadSign(TM) 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 the BroadSign(TM) 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 <http://www.broadsign.com>.

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