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**Reactrix Systems Inc. Keeps Sports Fans in the Loop**

*Reactrix Systems Inc. beams real-time playoff scores to malls across the U.S.*

Redwood City, CA-- April 21, 2008-- Married men rejoice! Being a sports fan and a husband used to mean choosing between watching the game and spending time with your family at the mall. Now fans can have the best of both worlds thanks to Reactrix Systems, Inc, a leading interactive out-of home media company. Just in time for the NBA playoffs, Reactrix introduces SMARTspot™ technology that will wirelessly beam real-time NBA playoff scores to shopping malls across the country, projected on its STEPscape™ systems.

Located in mall hallways, SMARTspot provides sports fans with the opportunity to keep up with all the latest action, team scores, performance of individual players and other game-changing stats. In between checking out the playoff action, fans can test their own basketball skills by shooting virtual hoops with SMARTspot.

“As a husband and sports fan, I know how tough it can be to miss a game. SMARTspot makes it so that you won’t be the last one of your friends to know the score,” said Mike Ribero, CEO of Reactrix. “Brands are always looking for the right setting to get their message out. With SMARTspot, the mall becomes a very engaging place for shoppers to actively interact and have an entertaining time with the technology, enabling brands to have a direct one-on-one relationship with consumers.”

The Reactrix Media Network combines digital image projection and visioning technologies to project vivid, interactive, branded images that instantly respond to people who walk by or gesture over the media display, making it “come to life”. Research conducted by Arbitron has consistently proven Reactrix engagement factors, including the highest rated recall

they have ever measured. While Reactrix' SMARTspot technology gives sports fans the latest playoff scores, it does not stop there. SMARTspot can accommodate any brand and allows for an ad to change at a moment's notice. If a sunny day suddenly goes sour and it begins to rain, SMARTspot can change the ad to fit the weather conditions and the time of day.

Reactrix has worked with companies like Sony, Universal Studios, Chrysler, eBay and others, to create interactive ad campaigns in public areas where people can physically interact with the displays.

### **About Reactrix**

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining branding displays that respond to the physical movements of the audience. Reactrix was founded in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction and engagement with current media today. The Reactrix Media Network delivers more than 90 million impressions monthly in more than 175 malls and movie theaters in the top 30 DMA's. Reactrix "A-list" advertisers span a diverse range of leading brands including Coca-Cola, Clorox, Hilton, CBS, Sprint, Universal Studios, Visa, Wells Fargo, eBay among many others. Reactrix is headquartered in Redwood Shores, California, with branch offices in New York City, Los Angeles, and Chicago.

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