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**FOR IMMEDIATE RELEASE**

**REACTRIX MEDIA NETWORK SELLS OUT INVENTORY IN DECEMBER 2006**

***Rapidly Growing Network Adds 60 Locations in 2006***

REDWOOD CITY, Calif., December 20, 2006 – In a sure sign that shoppers are watching their steps more than ever before, and that advertisers are taking note, the Reactrix Media Network sold all available national advertising capacity in December, achieving a “sell-out” less than a year after the launch of the network in December 2005.

The December 2006 advertising program features 15 different fully-interactive spots from national brands, including return advertisers Sprint, Visa, Hilton, Coke and DaimlerChrysler. New spots and advertisers scheduled during the sold-out period include AOL, DirecTV, Disney Air Buddies DVD, Volvo and Clorox.

Reactrix Systems, Inc. CEO Michael A. Ribero credits the sellout to an increased awareness of the network throughout the advertising industry as well as the establishment of a senior sales team in New York City and Los Angeles. “With this month’s sellout, Reactrix has achieved a significant milestone in becoming a viable option for brands looking to regain audiences lost through media fragmentation,” said Mr. Ribero. “With proven effectiveness and an extremely high renewal rate, we are hopeful that we can replicate the feat in the months ahead.”

The Reactrix Media Network footprint expanded rapidly in 2006 with the addition of 60 new locations. According to Vice President of Business Development Kimber Sterling, “The growth has created a significant impact, raising awareness of the system among millions of consumers who seek it out and ‘stay and play’ for an average of well over five minutes per encounter, resulting in sustained recall of the messaging delivered through our unique form of branded self-expression.”

Further underscoring the Reactrix Media Network's growth, Mr. Sterling pointed to last week's announcement of long-term agreements with a number of the country's largest shopping center real estate investment trusts (REITs), solidifying a national media network that offers coverage in the top 20 designated marketing areas (DMAs) as well as a substantial presence in numerous other U.S. markets.

### **About Reactrix**

Reactrix Systems, Inc. ([www.reactrix.com](http://www.reactrix.com)) is the developer and marketer of a unique new interactive medium that projects vivid branded messages that instantly respond to people who walk across or gesture over the display area, creating an immersive media experience that makes any surface "come alive." The company's innovative media network for advertising, retail and entertainment applications allows advertisers to dynamically reach and interact with millions of consumers where they shop and spend their entertainment dollars.

The Reactrix Media Network is currently available in over 160 shopping centers, movie theaters and other public spaces. Traffic in these venues, located in the top 10 U.S. markets and other areas nationwide, exceeds 136 million monthly.

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