

September 27, 2006

FOR IMMEDIATE RELEASE

Media Contacts:

David Avrin, InStore Broadcasting Network 303.795.9898, Cell 303.859.5300

Jaclyn Jenkins, Reactrix Systems, Inc. 650.980.2764, Cell 415.264.1871

**INSTORE BROADCASTING NETWORK AND REACTRIX
SYSTEMS, INC.™, PARTNER TO ENHANCE PERFECT
MEDIA™ NATIONAL IN-STORE NETWORK**

InStore Broadcasting Network (IBN), America's largest retail media company, announced today a mutually exclusive partnership with Reactrix Systems, Inc.™ The deal will provide for the integration of the Reactrix interactive advertising medium into the IBN system, which provides synchronicity, targeting and measurement of in-store media.

"Of the hundreds of retail technologies we have studied, Reactrix is one of the only products that meets IBN quality requirements in terms of measured reach and enhanced shopper experience," remarked IBN CEO Rob Brazell.

Reactrix projects vivid, interactive branded experiences on the floors of high-end retail malls, movie theaters and other public spaces. The projected images respond instantly to people who walk by or gesture over the display area, creating an immersive, interactive media experience that encourages consumers to play with it and creates dramatic branding experiences. The effectiveness of client campaigns is significant, with 55 percent of consumers demonstrating unaided recall of marketing messages. (*Arbitron 2006*).

"There exists a remarkable shared vision, patience, and commitment to execute retail media right between our companies, a standard difficult to find as retailers and technology firms rush into retail media," noted Brazell.

IBN currently reaches more than 190 million unique shoppers each month within its growing retail media network. The Reactrix system will provide retailers and advertisers with additional measured impressions within the existing IBN network.

"This marriage of technologies is a strong fit for our advertisers and retailer clients," said Kent Haehl, IBN Executive Vice President of Sales. "This dynamic medium meets all our criteria for offering to our retail partners: It attracts a great deal of attention and interest, it motivates purchases and it is measurable. Reactrix has made a strong business out of creating brand engagement in malls and theaters, and we're excited to begin bringing the medium to our vast network of retail clients."

Jim Hyde, IBN's COO added, "The IBN Perfect Media™ operating system integrates seamlessly with the Reactrix content-management protocol, and allows Reactrix to operate within additional discrete locations while providing advertisers measured reach and proof-of-play affidavits."

"We are very pleased to partner with IBN to bring Reactrix's unique media platform to the country's top retailers," said Mike Ribero, Reactrix CEO. "IBN is a category leader in building retailer-based media networks, making its designation of Reactrix as an important component of its Perfect Media solution particularly validating. With this first U.S. license secure, we will now focus on continuing to expand the Reactrix Media System and further extending advertisers' ability to reach consumers with Reactrix's unmatched interactive technology."

IBN and Reactrix plan to begin pilot installations with select retailers later this year.

About IBN

The InStore Broadcasting Network is the largest retail media network in the United States. IBN is also the world's first and only retail network which is measured and evaluated using traditional media metrics. The IBN network encompasses 1 billion shopper visits each month in more than 17,000 grocery and drug stores throughout the US and Canada. IBN deploys proprietary, patented technology and systems comprising "PerfectMedia™," a uniquely synchronized and integrated media combination including audio, video, and other digital targeting technologies and methods. IBN recently partnered with retail giant Kroger to install a sophisticated multi-media network deployment across the 2,550 store chain and to provide third-party advertising and retailer-specific content. IBN also recently announced a synchronized in-store digital media agreement with Duane Reade, the largest chain drug retailer in New York City. More information is available at www.ibnads.com.

About Reactrix

Reactrix Systems, Inc. (www.reactrix.com) is the developer and marketer of a unique out-of-home advertising medium that projects vivid, interactive branded images that instantly respond to people who walk by or gesture over the display area, creating an immersive, interactive media experience that makes floors, walls and tabletops "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 130 malls, movie theaters and other public spaces nationwide and reaches more than 115 million people monthly in top U.S. markets. Reactrix is headquartered in Redwood City, Calif., with a sales office in New York City.