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Media Contact:
Rachel Rogers
Atomic Public Relations
310-689-7585
rachel@atomicpr.com

REACTRIX SYSTEMS, INC. CELEBRATES ITS' SUPERBOWL ON "BLACK FRIDAY"

Leading Digital Out-Of-Home Media Network Premieres Brand Positioning System (BPS) for Sears, RIM and Xbox Campaigns on the Biggest Shopping Day of the Year

Redwood City, Calif. – November 19, 2007 – Reactrix Systems, Inc., a leading interactive out-of-home media company, today announced it has successfully secured the "Superbowl" of ad partnerships by selling out its entire mall-based advertising network on retailers' "Black Friday" for the second year in a row. Reactrix Black Friday advertising partnerships will feature unique creative from top tier brands including AT&T, New Line Cinema, Skittles, THQ, HP and RIM (Research in Motion) in the top 30 DMA's reaching more than fifty million consumers in the mode to shop.

The Reactrix Media Network is also launching its new Brand Positioning System (BPS) functionality that allows consumers to easily find the advertised brands within or nearby the mall. Xbox, Sears and Hilton Hotels will be utilizing this feature during the key holiday shopping season. The Reactrix BPS system allows consumers to gesture over an icon to bring up an interactive map of the mall to show were you can buy Xbox games and consoles, for example.

"Marketers and advertisers know where the eyeballs are during the holidays—they are in the malls," said Mike Ribero, CEO Reactrix. "Reactrix provides a spot-on reach and engagement solution for brands looking to build a strong, lasting and emotional relationship with their consumer during the holiday selling season."

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"Our Xbox 'Jump In' tagline is perfect for the Reactrix Media Network because it allows consumers to actually jump into our ads," said Mike Fischer, General Manager, Marketing U.S. Xbox and Games for Windows. "Plus now we can drive them to our key mall retailers."

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 which makes it "come to life". Research conducted by Arbitron has consistently proven Reactrix engagement factors, including the highest rated recall they have ever measured.

"We want to reinforce that AT&T wireless products are available in the mall this holiday season," said Daryl Evans, Vice President of Advertising and Marketing Communications. "By providing fun, playful messaging, in the form of an interactive ad, we can drive holiday shoppers to our stores and our retail partners."

"Engagement is the new key metric in advertising," said Jeff Diskin, CMO, Hilton Hotels. "We have found that the Reactrix Media Network is truly the gold standard when it comes to engaging consumers with our Hilton brand message."

In addition to the brands who have signed up for the holiday season, Reactrix has also 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, and eBay among many others. Reactrix is headquartered in Redwood City, California, with branch offices in New York City, Los Angeles, and Chicago.

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