

News Release

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Rapid Global Expansion for the AddMirror

Singapore, Thailand, China (including Hong Kong and Macau), UAE and India are the latest countries to be rolling out the AddMirror. MBO Capital Pte Ltd, a Singapore based Out-of-home Media & Advertising Company, have entered into an exclusive partnership with Addirect that further enhances its international expansion plan.

Building on the existing success of the AddMirror, currently operated in 600 locations in high end style bars and nightclubs in South East England, the company has already established partnerships with Malaysia, South Africa and has offices in America. They are also currently in negotiations with several other international media owners to ensure the continuation of the global rollout.

“We are overwhelmed to be partnering up with such a media power house who are particularly well placed to be rolling the AddMirror out across such a wide international market” said Ben Grant, Managing Director Addirect

Mr Steven Choo, Chief Executive Officer of MBO said: “The partnership with Addirect is indeed an innovative & concept approach to embrace advertisers and clients in this new advertising age. Advertisers can look forward to this new platform to reach out to their target audience. With the multiple flash points, which appeal through visual impact and can be audio, viewers will definitely recall what they see and will create some sort of exciting experience.”

Working exactly like a regular mirror, The AddMirror reveals up to six A4-sized “hidden” advertisements using pre-set lighting sequences.

Remington, 20th Century Fox, Unilever, Nissan, The Home Office and the COI are just a few of the advertisers currently utilising the AddMirror in the UK.

The rationale behind The AddMirror is that it's a dynamic medium for advertisers and compels audiences to engage with their creative work. Simply put, people looking in washroom mirrors cannot fail to see their adverts. Moreover, AddMirrors are strategically located in sites that guarantee high visitor traffic.

Notes to editors

Addirect

The AddMirror is a patented media platform and is unique to the Out of Home Media environment. The AddMirror offers a superb marriage of medium and venue providing our clients with the ability to communicate and engage with a target consumer group with the highest level of effectiveness.

Addirect was founded in 2003 by entrepreneur Ben Grant who previously worked for The Fortuna European Hedge Fund. Ben is a marketing pioneer who is introducing new generation media to the advertising world. He is bringing together advertising and technical innovation to create highly-targeted ambient media.

MBO

MBO is an established OOH Company in Singapore with offices in China, Thailand and UAE with plans for an office in India, Vietnam and Russia. MBO specialises in offering an integrated and innovative media platform to advertisers and clients leveraging on our networks of OOH platform such as digital media, interactive media, projection media, posters, and technology driven media. MBO also provide Advertising Facilities Management consultancy services to developers and site owners on managing advertising platforms and events management.

For further information, please contact:

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