

BroadSign International Expands into Key Asian Markets, Supporting Growing Retail Interest in Digital Signage

New Contracts Include Major Retailer in India With Plans for Thousands of Stores

Minnetonka, Minn. – Nov. 19, 2007 – BroadSign International announced today it is expanding its global presence beyond its current base in North America and Europe into Asia, specifically targeting India and China. A recent customer win in India is launching BroadSign’s presence in the region, after beating out more than 20 other competing vendors to provide the software that will drive a retail digital signage network encompassing more than 300 stores, with plans by the retailer for thousands of stores in the future.

BroadSign’s software, delivered via a Software as a Service (SaaS) model, powers digital signage networks in stores, restaurants, malls and transportation hubs around the world. The company expects its experience working with both network operators and retailers to be beneficial in India and China, where retailers are often building and operating the networks themselves. In addition, BroadSign’s focus on scalable software that remains affordable to manage even as the number of screens increases dramatically makes it well-suited for the rapidly growing retail markets of Asia.

“India’s middle class is about 250 million people and growing, and retail is seeing a resulting surge,” observed Rick Engels, BroadSign’s president and CEO. “Because so many of these stores are new, retailers are really able to implement innovative multimedia experience for the consumer, such as digital signage, right from the beginning.”

BroadSign’s Montreal support center is a key part of the company’s global expansion plans. The center already offers around-the-clock support in 10 languages to customers in 25 countries, making the addition of China and India support a simple

incremental step. The company recently announced a \$4.5 million investment to enlarge these facilities.

About BroadSign International Inc.

BroadSign International Inc. is a worldwide provider of hosted solutions for managing digital signage networks. The BroadSign(TM) Suite resolves the challenges facing operators of digital signage networks: the need for full campaign execution functionality, accountability and scalability. The software enables media specialists to target, sell or purchase network airtime and account for campaign performance. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member company of the Out-of-home Video Advertising Bureau (OVAB). The BroadSign Suite is used by digital signage networks in 25 countries around the world. The company's corporate office is located in Minnetonka, Minn., USA