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**PHYSICIAN'S BROADCAST NETWORK™ SELECTS BROADSIGN'S
DIGITAL SIGNAGE SOFTWARE TO DELIVER VIDEO CONTENT TO
DOCTORS' WAITING ROOMS**

*BroadSign™ Suite Will Enable PBN to Distribute Targeted Programming and
Manage Digital Displays in Medical Facilities Nationwide*

MINNETONKA, MN., LOUISVILLE, KY – December 19, 2007 – BroadSign International Inc., a leading worldwide provider of hosted software for managing digital signage networks, today announced that Physician's Broadcast Network™ has chosen BroadSign's Software as a Service (SaaS) solution BroadSign™ Suite to operate its network of digital screens in medical offices in major US cities.

The Physician's Broadcast Network consists of digital displays installed in waiting rooms of physicians' and dentists' offices and in hospitals. The screens are connected via the Internet and are programmed to educate patients about the services and products offered by the practice and explain its procedures and policies. Each practice will have its own customized content, parts of which will be also dedicated to healthcare advice.

The network will connect screens in physicians' and dentists' offices and in hospitals across the US.

“Digital signage provides us with an excellent opportunity to bring relevant content into doctor's offices, waiting rooms and medical facilities the moment patients walk through the door,” said Kirk Howell, CEO of Physician's Broadcast Network. “These locations have captive audiences who are specifically interested in medical information and their own personal well-being. BroadSign's leading digital signage platform with strong tracking capabilities is a great fit for our network needs.”

Deploying BroadSign™ Suite will allow Physician's Broadcast Network to distribute targeted hi-definition content to each screen, ensure media file playback, monitor network and campaign performance and produce proof-of-play reports for advertisers. The enterprise-scale software also makes it easy to manage media space inventory, view avails, as well as target campaigns by demographic and geographic criteria from one central location.

“Physician's Broadcast Network is an innovative concept that allows doctors and the pharmaceutical industry to communicate with patients in a way that was not possible before,” said Rick Engels, BroadSign's president and CEO. “We are happy to provide the cutting-edge technology that will let our client efficiently operate the network and grow it seamlessly at the same time.”

Physician's Broadcast Network plans to have the first few locations live by January 2008 and will expand to 12-15 major markets including New York, Chicago, Dallas, Houston, Louisville, Phoenix, Southern California, Las Vegas, Atlanta and Florida.

About BroadSign International Inc.

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. The BroadSign™ Suite resolves the challenges facing operators of digital signage networks: the need for full campaign execution functionality, accountability and scalability. The software enables network operators to target out-of-home audiences, 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), OAAA, In-Store Marketing Institute and POPAI. 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. For more, visit www.broadsign.com

About Physician's Broadcast Network™

Physician's Broadcast Network™ is the owner and operator of a nationwide network of digital displays that feature targeted programming designed to educate and inform patients while they are waiting for various medical services. By connecting the screens in medical offices into a network the company turns the aggregated waiting areas into a highly efficient marketing platform that reaches the hard-to-get viewers who are responsive to relevant information and related advertising. The company has offices across the US and is headquartered in Louisville, Kentucky. For more information, visit: www.physiciansbroadcastnetwork.com

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