



For Additional Information:
BroadSign
Jen Jorgensen, 404-266-7538
jjorgensen@webershandwick.com
Digital Ad
Yezen Hamad, 252-853-0400
yezen@mydigitalad.com

Digital Ad Licenses BroadSign Software for Digital Signage Network in Hotels, Motels and Restaurants

*Hosted Digital Signage Software Simplifies Ad Scheduling and Proof of Play
While Supporting Digital Ad's Aggressive Growth Plans*

Minnetonka, Minn. – December 4, 2007 –

BroadSign International Inc. today announced that Digital Ad has licensed BroadSign's digital signage software, the BroadSign Suite 6.0, to deliver in-store programming to local and regional clients, such as Outback Steakhouse, Nationwide Insurance, Dairy Queen and the North Carolina Aquarium.



BroadSign provides hosted software for operating digital signage networks in stores, restaurants, malls and transportation hubs around the world.

Digital Ad operates networks of digital displays in hotels, retail environments and restaurants throughout the United States and Canada. The BroadSign-powered Digital Ad network will provide looped content and the ability to tailor content to specific businesses or regions creating greater interest for the customer. The network also plans to incorporate news, facts and trivia about local areas, along with local sports team statistics, into their network.

BroadSign's digital signage network software, based on a Software as a Service (SaaS) model, will allow Digital Ad's advertisers to buy and schedule in-store video spots in a targeted and efficient manner and manage networked content from one central location. Digital Ad's customers will use in-store digital signage to enhance their promotional activities, inform patrons, reinforce brand loyalty and increase sales. BroadSign's hosted software will make it easy to frequently update location-specific programming and allows extra-long content loop.

"The BroadSign suite has dramatically changed our business," said Yezen Hamad, co-founder of Digital Ad. "Scheduling is now a breeze and proof of play is no longer a guess. The system gives us confidence that we are delivering all that our advertisers are asking for."

Digital Ad currently manages 50 screens, but plans to install 2,000 more screens by the end of 2008. The scalability of BroadSign's suite will make it easy for the network to expand its operation and accommodate its expected growth.

"Today's advertisers need to be certain that their messages are getting to the right places at the right times," said Rick Engels, BroadSign's president and CEO. "Digital Ad is a growing client-centred network. Our technology gives networks like Digital Ad the scalability and flexibility to expand and easily manage large amounts of content as demand grows."

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.