



PRESS RELEASE

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WESTINGHOUSE DIGITAL TO BUILD ONE OF THE LARGEST OUT-OF-HOME DIGITAL MEDIA NETWORKS IN THE U.S.

*Top-Tier LCD TV Manufacturer Teams with AdtekMedia to Roll Out
“PumpTop TV™” at over 75,000 Gas Station Pumps*

Santa Fe Springs, CA – Westinghouse Digital Electronics, the fourth largest manufacturer of LCD TVs in the U.S.*, today announced an exclusive arrangement with **AdtekMedia, Inc.** to significantly accelerate the national expansion of “PumpTop TV,” AdtekMedia’s premier digital media network. Westinghouse Digital will build and install turnkey display systems for fuel pumps serviced by AdtekMedia’s narrowcast network, which will deliver news content and advertising to gas station consumers as they fuel their vehicles. The Westinghouse commitment involves supplying complete systems to be installed onto thousands of gas station pumps in each of sixty of the largest U.S. markets, thus creating one of the largest Out-of-Home Digital Media networks in the U.S., reaching more than 100 million drivers each month.

PumpTop TV brings the power of television to the gas pump and captures the attention of consumers in an engaging five-minute program of news, sports, entertainment, weather and traffic interspersed with advertising. Using both audio and video, advertisers reach a captive audience of adults during a natural dwell time out of the home, where nearly 75% of purchase decisions are made.

Out-of-Home Digital Media networks are rapidly emerging as key marketing and communications channels, and advertisers are now incorporating such networks into their marketing plans and media buys. Cinemas, grocery stores, shopping malls, retail stores and other “captive environment” venues are already delivering advertising and programming to consumers via networked digital displays. With nearly 170,000 locations in the U.S., gas stations represent one of the best Out-of-Home Digital Media venue opportunities.

Westinghouse Digital’s technology expertise in displays allows development of next generation, fully integrated systems for gas station narrowcasting. The system includes dual 19” widescreen high-resolution displays (on both sides of the pump), computer, and networking components with wireless delivery along with a server backbone. Westinghouse Digital will incorporate advanced technologies for increased brightness and daylight viewing along with environmental protection and climate control for sensitive system components. Westinghouse Digital’s goal is to improve the consumer experience with the display and provide unique features that directly meet the needs of this growing vertical market consistent with its commitment to build its presence in the commercial market for flat panel displays.

“With our strong manufacturing capability and leading-edge technology, Westinghouse Digital is well positioned to significantly impact the digital signage industry. Working with AdtekMedia allows us to build one of the world’s largest outdoor digital media networks and to deliver a valued information and entertainment experience to a captive audience of adults,” states **Richard Houg, CEO of Westinghouse Digital Electronics**. “Westinghouse Digital is very bullish on out-of-home digital media. We see significant value in creating digital media networks in consumer-occupied venues, closer to where

purchase decisions are made. Over the next few years we plan to place as much LCD technology out of the home as in the home.”

“Access to Westinghouse Digital’s technology and scale not only allows us to rapidly build a national digital media network in gas stations, but gives us a technology platform to create and enable clients to build other vertical digital media networks out of the home,” according to **Dick Paulsen, President of AdtekMedia**. “With PumpTop TV, gas station sales are increased, consumers are entertained, and advertisers are thrilled with this medium’s measurability and effectiveness. It is really a win-win-win situation.”

PumpTop TV is currently evaluating national and regional content providers for its network. The near term roll out plan for PumpTop TV calls for expedited completion of the current build-out of the Los Angeles market, quickly followed by full entry into other key U.S. demographic markets including San Francisco-Oakland-San Jose, Sacramento-Stockton-Modesto, San Diego, Phoenix, Dallas-Fort Worth and Houston.

About Westinghouse Digital Electronics

Westinghouse Digital Electronics, one of the top four LCD TV manufacturers in the U.S.*, provides consumers with a full line of innovative LCD displays and other consumer electronics products, delivering the latest digital content for the ultimate entertainment experience. Westinghouse Digital’s innovative and easy-to-use LCD-based product line includes a complete family of 720p and 1080p LCD HDTVs and HD 1080p monitors in a wide range of sizes and formats, HD Grade™ computer standard and widescreen monitors, and digital photo frames. Westinghouse Digital is dedicated to providing consumers with stylish, feature-rich and high-quality entertainment devices to meet the needs of every household member. For more information, please visit www.WestinghouseDigital.com.

* The NPD Group, Inc. – 2007 Sales Tracking Study Ending 2/24/07

About AdtekMedia

AdtekMedia, Inc. is a leading provider of Out-of-Home Digital Media solutions. The company also owns and operates PumpTop TV, a premier digital media network

located at U.S. gas pumps. The company plans to expand the PumpTop TV network into top U.S. metropolitan markets within the next four years and will deliver news-related content from national and local providers interspersed with national, regional and local advertising spots. For more information, please visit <http://www.PumpTopTV.com> or <http://www.AdtekMedia.com>.

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