



PRESS RELEASE

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ABC News Programming to be Carried on PumpTop TV Network

ABC Inks Content Deal with AdtekMedia's Out-of-Home Digital Media Network

Irvine, CA – PumpTop TV, an out-of-home digital media network located at U.S. gas pumps, and ABC, America's premier broadcasting network, have partnered to produce and deliver custom news content throughout each day to U.S. gas station consumers.

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, business, entertainment, weather and traffic interspersed with advertising. PumpTop TV's network is owned by AdtekMedia, Inc., a leading provider of out-of-home digital media network solutions. Daylight-viewable LCD screens from AdtekMedia's strategic partner, Westinghouse Digital Electronics, are mounted at eye level on gasoline pumps at select, high-volume gas stations provide a broadcast television-like experience to a desirable demographic of on-the-go consumers.

ABC will produce a daily lineup of news features through its "ABC News NOW" property, a 24-hr digital cable network available to over 32 million users on cable, broadband, mobile and out-of-home digital media.

"It's clear that alternative media like PumpTop TV have proven to be successful reaching and engaging consumers during the natural dwell times of their daily routines," says Roy Reeves, VP of Sales & Marketing. "We are excited to deliver ABC's first-rate content to fuel customers and to be a complementary piece of ABC's alternative digital media strategy."

Consumers today are increasingly spending more time out of the home and becoming more difficult to reach with traditional media. As a result, advertisers' appetite for alternative media is growing. According to PQ Media research,

alternative out-of-home spending grew by 27% to \$1.69 billion in 2006 and accelerated growth is projected through 2011.

PumpTop TV's network consists of more than 2,500 screens found at most major gas station brands in the Los Angeles and San Diego markets. Installations have begun in the San Francisco and Sacramento markets, with Phoenix, Dallas, Houston, New York, Chicago, Philadelphia and Boston slated for 2008.

About AdtekMedia

AdtekMedia, Inc. is a leading provider of Out-of-Home Digital Media solutions. The company also owns and operates PumpTop TV, the nation's premier digital media network located at U.S. gas pumps. The company has partnered with Westinghouse Digital Electronics, one of the world's largest LCD TV manufacturers, to expand the PumpTop TV network into top U.S. metropolitan markets within the next four years and will deliver news, weather traffic and entertainment content from national and local providers interspersed with advertising. For more information, please visit www.PumpTopTV.com or www.AdtekMedia.com.

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