



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **DataCall Inks Agreement with AdtekMedia**

*News and Weather Content Will be Fed to Gas Station Digital Signage Network*

**Houston, TX** - AdtekMedia, Inc. has selected Data Call Technologies, Inc. (OTC BB:DCLT.OB - News) to provide and distribute text-based news, traffic and weather content to "PumpTop TV," AdtekMedia's premier out-of-home digital media network located at gas stations. 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. Mounted on top of each gas pump, PumpTop TV is comprised of two back-to-back 19-inch LCD screens housed inside a vandal-proof enclosure. The system installation allows for viewing from both sides of the gas pump. Content is kept fresh and up-to-date, and is delivered to PumpTop TV systems throughout each day via secure internet connection.

PumpTop TV's systems are being 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., ultimately reaching more than 100 million drivers each month.

"We're very excited to be working with AdtekMedia's PumpTopTV," stated Jim Ammons, CEO of Data Call. "Data Call's information feeds can now be found in elevators, cell phones, IP smart phones, sports arenas, hospitals, and with this agreement, at gas pumps as well."

"In reviewing information feed providers for the PumpTop TV network, we demanded that content be current, accurate and relevant to our audience," stated Roy Reeves, AdtekMedia's Vice President of Sales and Marketing. "Data Call delivered on those key attributes, and we are confident that consumers and advertisers will enjoy our enhanced programming while at the gas pump."

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

About AdtekMedia, Inc.

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>.

*Statements contained herein, which are not historical facts, including statements about plans and expectations regarding business areas and opportunities, demand and acceptance of new or existing businesses, capital resources and future financial results are "forward-looking" statements as contemplated by the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, including, but not limited to, government regulation, taxation, spending, competition, general economic conditions and other risk factors which could cause actual results to differ materially from those projected or implied in the forward-looking statements. There may be other factors not mentioned above that may cause actual results to differ materially from any forward-looking information. The company takes no obligation to update or correct forward-looking statements.*

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