



PRESS RELEASE

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PumpTop TV Becomes Largest TV Network at Gas Stations

Nation's Leading Out-of-Home Television Network on Track to Reach 100 Million Monthly

Irvine, CA – With nearly 6,000 LCD screens mounted on the fuel pumps at more than 550 U.S. gas stations, PumpTop TV has emerged as the nation's largest gas station television network. AdtekMedia, owner/operator of the PumpTop TV network, and Westinghouse Digital Electronics, AdtekMedia's technology partner and manufacturer of the PumpTop TV units, have committed to building a national PumpTop TV network that will reach more than 100 million gas consumers each month.

"We're installing PumpTop TV at an average of four new stations daily," according to Dick Paulsen, President of AdtekMedia. "Our commitment to grow this network is firm – we will bring PumpTop TV to more than 1,100 gas stations in the largest U.S. markets before the end of the year."

Consumers can now find PumpTop TV at gas stations representing over 40 of the most recognizable oil company brands across the country. In the Los Angeles market alone, PumpTop TV reaches more than 4 million gasoline consumers each month, measured by the number of fuel transactions conducted at each gas pump.

As they fuel their vehicles, PumpTop TV delivers a 5-minute program of news and entertainment to consumers. Programming includes news video from ABC, local maps from Google with real-time traffic conditions, as well as weather, sports and other news- and entertainment-related content, along with advertising.

"We bring tremendous reach and relevant, entertaining programming," says Paul Schmidt, National Sales Manager for PumpTopTV. "We're able to give advertisers the sight, sound and motion - *and scale* - of TV...without the TiVo factor."

About PumpTop TV

The nation's premier digital media network located at U.S. gas pumps, PumpTop TV is owned and operated by AdtekMedia, Inc., a leading provider of Out-of-Home Digital Media solutions. 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 three years. For more information, please visit www.PumpTopTV.com.

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