



PRESS RELEASE

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PumpTop TV Gets Political

Television Network at Gas Pumps Reaches Millions of Voters in Captive Environment

Irvine, CA – As Election Day approaches, voters continue to turn out on a regular basis...to the gas pump. And political media dollars are heading there as well.

Media buyers are embracing PumpTop TV, the nation's largest TV network at the gas pump, as a potent complement to their traditional media spend. Found at more than 40 gas station brands in the top media markets, PumpTop TV's vast network of LCD screens reach 200 million people annually, 98% of which are adults of voting age.

As they fuel their vehicles, gas station consumers are treated to a 5-minute TV show of News, Weather, Real-time Traffic Maps, Sports and Entertainment programming from ABC, Google and other content providers. Adjacent to the programming onscreen are a limited number of Video and Skyscraper advertising positions. PumpTop TV's unique presentation format - simultaneous display of content and advertising onscreen - keeps viewers engaged with PumpTop TV while they refuel.

With nearly 7,000 LCD screens mounted on the fuel pumps at more than 650 U.S. gas stations, PumpTop TV's internet-connected network allows for timely and targeted message delivery. "The ability to target voters and deliver the most effective messaging to them is extremely powerful," says Roy Reeves, PumpTop TV's VP of Sales & Marketing. "For example, we can reach voters in affluent areas with a message about reducing taxes, while at the same time reach voters in baby boomer areas with a message about Social Security."

While many out-of-home media firms are restricted from carrying political messages, PumpTop TV is one of the few networks that welcomes such advertisements. Media buyers interested in political advertising opportunities should contact Mindy Fletcher at mfletcher@pumptoptv.com or Paul Schmidt at pschmidt@pumptoptv.com for more information.

About PumpTop TV

The nation's largest 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. For more information, please visit www.PumpTopTV.com.

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