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**OUT OF HOME VIDEO ADVERTISING BUREAU WELCOMES NEW MEMBERS:
CNN AIRPORT NETWORK, ENQII, DANOO, NBC EVERYWHERE, PUMPTOP
TV AND RIPPLE**

*Organization Hits 32 Member Company Mark; Announces OVAB Agency/Advertiser
Education Event*

NEW YORK, July 1, 2008 – The Out-of-Home Video Advertising Bureau (OVAB) today announced the addition of six new members: CNN Airport Network, Danoo, EnQii, NBC Everywhere, PumpTop TV and Ripple. These companies join a growing roster of networks dedicated to promoting the adoption and use of out-of-home video by the advertising community.

“Our membership continues to expand as networks realize the power of coming to market with a unified voice, and as advertisers and agencies tap into the strength of the networks’ ability to reach and influence millions of consumers every day,” said Suzanne Alecia, president of OVAB. “By delivering contextually relevant content and messages to active consumers in specific environments during the course of the day, out-of-home video/digital networks add value to an advertiser’s campaign that just can’t be achieved with other mediums. We’re pleased that the agency and advertising communities are starting to embrace what consumers have already deemed valuable.”

The new member companies include:

- **CNN Airport Network**; the only satellite-delivered 24/7 television service specifically designed for waiting air travelers in major airports across the nation and abroad;
- **Danoo**; delivers relevant, localized digital media to consumers in their favorite places, as part of their daily rituals;
- **EnQii**; a leading global digital signage out-of-home communications and technology solutions supplier with three companies, including Digital View Media, Redeemit and Screen Edge;

- **NBC Everywhere;** NBC's digital out-of-home division, NBC Everywhere includes 11 non-traditional digital platforms that carry customized NBCU content and are available for advertiser messages;
- **PumpTop TV;** a network that delivers current news, entertainment and advertising to millions of drivers as they fuel their vehicles at the gas pump;
- **Ripple;** a network of screens located in specialty retail locations, featuring content that informs, entertains and connects people to their world.

Recently, OVAB announced that it will be hosting a day-long event at the Grand Hyatt in New York City on October 29th. The event is designed to help agency and client side marketing executives understand the dynamics and potential of out-of-home video/digital advertising, and it will focus on educating marketers on how they can incorporate these networks into their upcoming media plans. For more information on OVAB, including events, news and more, log onto www.ovab.org.

ABOUT OVAB

Founded in 2007, the Out-of-Home Video Advertising Bureau (OVAB) represents leading out-of-home video networks and the advertising community that is actively engaged in planning, buying and evaluating the effectiveness of the medium. On behalf of its members, OVAB seeks to foster ongoing collaboration between agencies and out-of-home video advertising networks; provide standards, best practices and industry-wide research; and promote the effectiveness of out-of-home video advertising. For more information, please visit www.ovab.org.