

FOR IMMEDIATE RELEASE

Correction to the August 06 press release **BROADSIGN INTEGRATES WITH ACCUWEATHER.COM TO EXPAND CONTENT CHOICES FOR DIGITAL OUT-OF-HOME NETWORKS**

BroadSign apologizes for the error in the press release. The following is the correct version of the press release. We will greatly appreciate your help in communicating these corrections to your audience.

BROADSIGN INTEGRATES WITH ACCUWEATHER.COM TO EXPAND CONTENT CHOICES FOR DIGITAL OUT-OF-HOME NETWORKS

Quality Weather and Other News Feeds Will Be Available to Digital Signage Operators Via BroadSign's Platform In the First Quarter of 2009

STATE COLLEGE, PA AND MONTREAL, CANADA, August 8, 2008 – BroadSign International Inc., a worldwide provider “Software as a Service” (SaaS) solutions for managing digital signage networks, and AccuWeather.com, the World’s Weather Authority®, have joined forces to offer real-time data feeds to viewers of BroadSign-enabled screens in early 2009.

The integration will make it easy for any of over 150 digital signage networks running on BroadSign’s platform to display a wide variety of news on their screens. The modules feature AccuWeather.com’s weather forecasts for more than 2.7 million locations worldwide, as well as entertaining AccuWeather.com broadcast personalities, animated Doppler radars, weather icons and unique weather indices. The high-resolution graphics and videos will be available in various customizable formats and multiple delivery methods to accommodate all major display types, and are fully licensed for digital signage applications.

"Because weather has such high audience interest, AccuWeather.com content brings more attention to screens, and that means that more eyeballs see our customers’ advertisements," said Scott Homan, Meteorologist and Out-of-Home Media Director at AccuWeather.com. "We see this endeavour as part of our expanding digital network in which advertisers use our weather and news content to increase ad impact and ultimately their revenue."

In addition to weather feeds, digital signage operators will be able to subscribe to AccuWeather.com business, sports and international news, as well as health, science & technology and entertainment modules. All data will be customized by the zip code of every screen location.

“Our integration with AccuWeather.com will make a high quality, plug-and-play content source accessible to all of our client networks, thus giving them more options to create programs that are relevant to viewers,” said Rick Engels, CEO of BroadSign International. “I anticipate that AccuWeather.com’s feeds will be widely used across all vertical markets we are serving: from grocery stores to gas stations, waiting rooms to plazas, taxicabs, subways, airports, buses, universities and corporate lobbies.”

These turnkey dynamic content services will be provided by BroadSign in a simple and affordable manner.

About AccuWeather, Inc. and AccuWeather.com

AccuWeather, The World's Weather Authority®, presents accurate, localized, branded forecasts and severe weather bulletins to over 110 million Americans each day via the Internet, mobile devices and IPTV, through the airwaves, in print and on digital signage. The 113 meteorologists at AccuWeather deliver a portfolio of customized products and services to media, business, government, and institutions, and inform millions of visitors worldwide through the free AccuWeather.com website. AccuWeather also provides content onto more than 20,000 third-party Internet sites, including CNN Interactive, ABC's owned and operated stations, *The Washington Post* and *The New York Times*. Visit www.accuweather.com for more information.

About BroadSign BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. BroadSign™ Suite resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the need for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime; reliably play back scheduled content on each screen and account for campaign performance. Essential support and maintenance services are included in the per-player monthly license fee. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member of the Out-of-home Video Advertising Bureau (OVAB), OAAA, the Digital Signage Association and POPAI. Over 140 digital signage networks in 25 countries run on BroadSign™ Suite platform. The company's corporate office is located in Minnetonka, Minn., USA and Operations, Support and Development facilities are in Montreal, Canada. For more, visit www.broadsign.com.