

FAST-GROWING DIGITAL SIGNAGE OPERATOR IN INDIANA PICKS BROADSIGN TO RUN ITS NETWORK

Neoti Broadcast Network Uses BroadSign's SaaS Platform to Deliver Targeted Programming and Sell Ads

BLUFFTON, IN and MONTREAL, AUGUST 4, 2008 – BroadSign International, Inc., a worldwide provider of Software as a Service (SaaS) for managing digital-out-of-home networks and Neoti Broadcast Network have launched deployment of BroadSign™ Suite across the entire network, with plans to rapidly expand it.

Neoti Broadcast Network operates digital screens installed in popular restaurants and cafes in major markets in Indiana and Ohio. Large-size LCD screens are programmed to bring community news to customers and advertise local businesses. One-third of ad space is donated to charity organizations with community-focused messages. The network plans to be enabled with instant Amber Alert and other public security announcement functionality via BroadSign's software.

The initial trial of 55 screens at 16 locations has attracted a steady demand from local advertisers and delivered sizable increases in sales and sales inquiries about the products advertised. Neoti Broadcast Network is installing more screens in Indiana and is planning to expand to a national scale in 2009, adding new venue types such as doctors' waiting rooms, arenas, universities, as well as government and corporate offices.

“Neoti was looking for good software, technical support and an established provider, but more than anything, we were looking for a partnership,” said Derek Myers, President/CEO of Neoti Broadcast Network. “We have found a company that we know will be willing to support us and allow us to grow our network, and bring quality service to our advertisers. We are excited about our future with BroadSign.”

In addition to growing the advertising business, using the network to help build healthy communities is high on the list of Neoti's priorities, said Mr. Myers.

About Neoti

The Neoti Broadcast Network is a premiere digital signage network, offering affordable advertising and information to specific communities throughout Indiana and Ohio. Neoti connects local businesses with consumers, promotes community spirit, and enhances venue environments with cutting-edge digital signage content and interactive technology. Neoti is committed to building and managing a most profitable, community-focused digital signage network, while at the same time serving and honouring God, and allocating funds for philanthropic intentions. Neoti, LLC is headquartered in Bluffton, Indiana. More information can be found at www.neoti.com.

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.