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Press Release

FOR IMMEDIATE RELEASE

ad|runner[®] Digital Taxi Tops Advertising can equal or surpass recall of television spots, according to a new survey

New York, New York, September 13, 2004 — Adapt Media, Inc., creator of a new medium for advertising in public spaces, today announced the results of a media effectiveness study conducted by Next Century Media, Inc., a third party research firm. The research shows that the effectiveness of advertising on ad|runner[®] digital taxi top displays, can equal or even surpass that of prime time television, considered to be the Gold Standard in terms of media effectiveness, with comparable dollar investments. The study also found that the digital displays were considered substantially more eye-catching than traditional static signs on taxis by pedestrian respondents.

“In this study, two advertisers ran ad|runner[®] campaigns, which were measured in terms of awareness levels via street intercept interviews among adults utilizing standard state of the art research methodology,” said Stu Gray, who managed the study for Next Century Media. “The two ad|runner[®] campaigns averaged 34% awareness using the definitive recognition technique pioneered by Starch, Simmons, and championed today by Bruzzone.”

“As a benchmark, a TV campaign would require 875 Target Rating Points (TRP) to achieve the same 34% level of awareness (Source: *TV Dimensions 2004*). It would require 6950 TRP to reach the 50% level of awareness achieved by one of the two ad|runner[®] campaigns included in this average. The price of achieving what ad|runner[®] achieved in that campaign would have been substantially higher via television.”

“We believe that the high impact of ad|runner® displays is due to their eye-catching images, the impact of highly relevant messages with flexible content that responds to up-to-minutes information. This was supported by the study,” commented Gray. “Respondents were asked to compare ad|runner® to static printed signs atop taxi cabs, and 70% said that they found the ad|runner® digital displays of Adapt Media’s more eye-catching than static printed signs.”

“These quantitative results confirm our belief that the ad|runner® network of digital taxi tops offers tremendous value to advertisers,” added Eyal Cohen, CEO of Adapt Media®. “We’ve deployed ad|runner® displays in venues across the country so that advertisers now have a new, powerful way to reach a targeted audience with proven effectiveness.”

About Stu Gray and Next Century Media

Stu Gray, who managed this study for Next Century Media, Inc. is recognized as one of the leading media research executives of the past three decades. Mr. Gray has more than 35 years of experience in advertising and media research. He has served as head of media research at major agencies such as BBDO, and as head of research at such major networks as NBC and Showtime. In 2003, Mr. Gray along with well-known media consultant Erwin Ephron won the prestigious Lysaker Award for media research innovation from the Advertising Research Foundation (ARF), for their work in modeling local television audience composition data. Mr. Gray later served on the Board of Directors of the ARF.

Next Century Media is a groundbreaking research company specializing in the new electronic media. Founded in 1993 by Bill Harvey, well-known media researcher and Len Matthews, a legend in the advertising field. The Mission of the company is to bring cutting-edge expertise and technology to the measurement and optimization of the exposure and effectiveness of all forms of new electronic media. NCM has long been a leader in the field of Media Effectiveness Measurement, the quantification of the higher order business effects of one medium versus another. NCM believes that this is the Holy Grail of the marketing business: the ability to place an ROI value and not just an eyeball value on a specific advertising investment. NCM has conducted studies of the effectiveness of new electronic media for advertisers such as American Express, Apple, BellSouth, Chrysler, Coca-Cola, Delta Airlines, General Motors, Honda, Kraft, Mitsubishi, Nestle, Nissan, Procter & Gamble, Sony, Toyota, Twentieth Century Fox, Unilever, Visa, and many others. NCM has conducted numerous studies of Place Based Media in malls, office buildings, airports, theme parks, retail chains, airplanes, and taxi tops.

About Adapt Media, Inc.

Adapt Media, Inc. is a leading provider of a wireless Outdoor Advertising infrastructure that enables advertisers to deliver dynamic real-time, geo-targeted outdoor advertising.

ad|runner[®], the company's patented media platform can distribute advertising campaigns to thousands of electronic billboards installed on vehicles within seconds. ad|runner[®] makes use of cutting edge cellular communication, GPS, Internet ad serving, and electronic display technologies to enable advertisers to target their clients with geographical and time accuracy. The display combines LCD and LED screens for high-impact brand imaging and streaming information.

The Company has chosen taxi cab rooftop displays as the initial application of its technology. Each ad|runner[®] display has a control unit, which includes an on-board computer, cellular modem and GPS (Global Positioning System) receiver, installed to communicate with the central control unit. This outdoor display system has the geographical accuracy of a few feet and the time accuracy of a few seconds.

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