



PRESS RELEASE

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For Bulzi Media:

CONTACT: Roy Reeves (x22)

PHONE: 949.480.1685

E-MAIL: rreeves@bulzi.com

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Carey Ransom Joins Bulzī Media Advisory Board

Out-of-Home Audience Intelligence Firm Welcomes Digital Media Entrepreneur

Newport Beach, CA – Bulzī Media, a Newport Beach firm focused on providing real-time audience measurement and metrics for the Out-Of-Home (OOH) advertising market, announced today the addition of Carey Ransom, CEO of RealPractice, to its Advisory Board. RealPractice is a leading SaaS (Software as a Service) technology firm servicing the legal industry.

An experienced Internet and software entrepreneur and business development executive, Mr. Ransom has started, grown and aided many technology companies during their startup and growth phases. Prior to RealPractice, he was Vice President of Business Development at Brand Affinity Technologies (BAT), and Vice President of Marketing and Corporate Development at WebVisible, where he forged new partnerships with companies like AT&T and Microsoft. An industry innovator, Carey has spoken at software, search and online media conferences such as INBOX, The Kelsey Group, OMMA, and the Search Insider Summit.

“Carey’s expertise in identifying new partnership and revenue opportunities will be a big help to Bulzī,” said Brent McKay, CEO of Bulzī. “His experience from the media buyer’s side will also benefit us tremendously.”

“I’ve placed outdoor media buys and seen firsthand the state of the industry’s metrics deliverables,” said Mr. Ransom. “I am confident Bulzī’s technology solutions will have a significant positive impact on the industry, leading to better metrics, more effective media buying and more targeted advertising.”

About Bulzī Media

Bulzī Media specializes in media measurement technologies for Out Of Home (OOH) advertising network owners and operators. The company's Signzī™ product line features direct-measured traffic and irrefutable proof of performance, repositioning OOH to best-in-class vs. other media choices, based on fundamental audience characterization metrics.

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