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March 04, 2010

Laurie Lamberth Joins Bulzi Media

Wireless Pro to Bring Strategic Alliances to Leading-Edge Audience Measurement Firm

Newport Beach, CA – Bulzi Media (www.bulzi.com), which provides real-time audience measurement and metrics for the Out-Of-Home (OOH) advertising market, announced today the appointment of Laurie Lamberth as Vice President, Business Development. In this role, Ms. Lamberth will bring her experience in the wireless industry to build alliances with key technology partners to drive Bulzi's revolutionary OOH metrics engine to market.

“Laurie has made her mark as a successful and well-connected Wireless business development professional,” said Brent McKay, CEO of Bulzi Media. “She has already begun working to bring in the partners we need to support the nationwide launch of our SignsEye® audience measurement solution. We’re thrilled to bring Laurie’s experience into Bulzi.”

“It’s an honor to join the Bulzi team,” said Lamberth. “The company has developed technologies that are positioned to drive up the value of out of home advertising by providing – for the first time – real-time audience measurement and profiling. Billboard and signage operators will no longer need to rely on estimations of pedestrian or car traffic counts. I’m excited to help Bulzi bring this much-needed technology to the outdoor ad industry.”

Ms. Lamberth made her start in the wireless industry as a member of the management team that launched Nextel Communications’ first market in Los Angeles, then recruited mobile device and application partners as Business Development Director for Nextel, Sprint Nextel and Powerwave Technologies. She is expert in machine-to-machine (M2M), enterprise mobility, location-based services, service pricing & channel development.

About Bulzi Media

Bulzi Media specializes in media measurement technologies for Out Of Home (OOH) advertising network owners and operators. The company's SignzIT™ 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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