



## PRESS RELEASE

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### **Bulzī Media Welcomes First Advisory Board Member**

*OCTANe's Luis Vasquez to Advise Out-of-Home Audience Intelligence Firm*

**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, today welcomed Luis Vasquez, Vice President of Programs at OCTANe, an organization focused on initiatives to help create, grow and support innovative high-tech and biomedical businesses in Orange County, California.

Mr. Vasquez's previous experience includes founding PicoSoft, a nanotechnology sensor firm. Prior to PicoSoft, he was the Western Regional Sales Development Manager at McMaster-Carr Supply, a parts supplier to industrial and commercial facilities worldwide, specializing in next day delivery of maintenance, repair and operations materials.

Mr. Vasquez has worked with the Bulzī founders for several years. In his current position at OCTANe he has unusually broad visibility into the local high-tech and biomedical entrepreneurial ecosystem due to his work at OCTANe.

"The Bulzī team has exhibited versatility and tenacity in their approach to building the Bulzī platform," stated Mr. Vasquez. "Bulzi could be a real game-changer in the Digital Out-of-Home market."

"Luis has been a tremendous resource to Bulzī." said Brent McKay, Bulzī's CEO. "We will continue to benefit from his network of technology professionals. We're fortunate to have him onboard."

#### 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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