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For Bulzi Media:

CONTACT: Roy Reeves (x22)

PHONE: 949.480.1685

E-MAIL: rreeves@bulzi.com

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Bulzi Media Hires Roy Reeves as VP of Sales & Marketing

Respected Digital Media Veteran Joins Out-of-Home Audience Intelligence 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 Roy Reeves as Vice President of Sales & Marketing. Mr. Reeves will manage the company's sales, marketing and customer service efforts.

A respected entrepreneur and executive from the digital place-based advertising (DPA) industry, Mr. Reeves brings more than 12 years of experience planning and managing the sales and marketing activities for digital media corporations. Most recently, he served as vice president of sales, marketing and media for AdtekMedia, owner/operator of "Pumptop TV", the nation's largest network of digital advertising displays at gas pumps. During his time at AdtekMedia, he created and built the Pumptop TV brand and negotiated all national media sales and content licensing agreements. Prior to AdtekMedia, Mr. Reeves was the founder and CEO of TouchMedia, a pioneer in mall and hospitality-based touchscreen kiosks supported by advertising.

"Roy has a history of success in building new media companies," said Brent McKay, Bulzi's CEO. "We are fortunate to have him onboard and will benefit from his deep experience in digital place-based advertising."

"Bulzi's technologies are game-changing for the out-of-home industry," said Mr. Reeves. "Our products not only cut operational expenses for network operators, but also provide more credible and accurate metrics to advertisers. Media owners can now enjoy higher profit margins while providing advertisers with more compelling reasons to buy."

About Bulzi Media

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