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Bulzi Media CEO to Present at “VC in the OC” 2010

Brent McKay to Discuss Digital Advertising Metrics at Premier Technology Event

Newport Beach, CA – OCTANe, an “innovation development corporation” focused on accelerating entrepreneurs and company development for Orange County's information technology and biomedical industries, has selected Bulzi Media, Inc. as a featured speaker for its “VC in the OC” event, an annual gathering of Orange County’s foremost technology executives and venture capitalists.

Bulzi Media is one of four companies to participate in a panel comprised of providers of leading-edge digital advertising technologies. Brent McKay, Bulzi Media’s CEO, will also present specifics of Bulzi’s innovative audience measurement technology.

“It is quite an honor to present our company to a group of such respected technology professionals and investors,” says McKay. “Our selection for this prestigious event is further confirmation of the enormous market opportunity for our audience measurement and intelligence products.”

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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