



## PRESS RELEASE

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### **Online Paid Search Inventor joins Advisory Board of Bulzī Media**

*Johann Garcia to Advise Out-of-Home Audience Intelligence Firm*

**Newport Beach, CA** – Johann Garcia, one of the inventors responsible for creating what’s known as the “361 patent,” has agreed to join Bulzī Media’s Advisory Board. Bulzī is a Newport Beach firm focused on providing real-time audience measurement and metrics for the Out-Of-Home (OOH) advertising market.

Mr. Garcia is a respected new media pioneer and a co-inventor and developer of Overture’s Pay-For-Placement business process patent, “System and method for influencing a position on a search result list generated by a computer network search engine” (U.S. Patent No. 6,269,361). This patent, now owned by Yahoo and licensed to other paid search providers, was the basis for several hundred billion dollars in new media valuations.

Mr. Garcia is also a founder of ContactPage.com, a company that developed a patented geo-targeted pay-for-placement search engine technology, and OutdoorAdNet, the first map-driven interactive website that focused exclusively on the buying and selling of OOH advertising. He is a recognized authority in OOH and web-search advertising, and is presently involved with Microsoft’s AdCenter.

“Bulzī Media has developed innovative audience metrics technologies to deliver the same ‘receipt-per-transaction’ that has supported much of the online ad market growth,” stated Mr. Garcia. “Bulzī is doing for Out-of-Home advertising what the “361” patent has done for the online ad industry.”

“We are extremely fortunate to have Johann on our Advisory Board,” said Brent McKay, Bulzī’s CEO. “He is an ad-model visionary – his understanding of our business and strategic thinking will be invaluable.”

#### 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.

Bulzī and Signzī are registered trademarks of Bulzī Media, Inc. For more information about Bulzī Media, visit [www.bulzi.com](http://www.bulzi.com).

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