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PRESS RELEASE
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Bruce Silverman Joins Bulzī Media Advisory Board

Marcom and Branding Expert to Advise Addressable Out-of-Home Media Firm

Newport Beach, CA – Bruce Silverman, one of America’s best known and well respected marketing-communication and branding experts, recently joined Bulzī Media’s Advisory Board, offering the company a wealth of advertising and media expertise. A broad-view strategist, he served as EVP/Executive Creative Director at three of America’s largest advertising agencies (Ogilvy, Bozell and BBDO), as President of two of the nation’s best independently-owned agencies (Asher/Gould and Wong Doody), and as President and CEO of the principal U.S. unit of the world’s largest media planning and buying shop (Initiative Worldwide).

Bulzī has built the world’s first addressable ad network in the Digital Signage market, a rapidly growing segment of Out-of-Home, which is also the second largest reach medium behind television. The company’s revolutionary audience measurement platform, LOCALiz, provides anonymized, real-time measurement of demographics of micro-audiences near digital screens, then delivers relevant ads to those screens.

Mr. Silverman was the creative mind behind “Don’t Leave Home Without It” for American Express, “Bullish on America” (Merrill Lynch), “Something Special in the Air” (American Airlines), “The Shell Answer Man” and a dozen other award winning campaigns for such clients as IBM, Hershey’s, Baskin-Robbins, Coldwell Banker, Sizzler, Suzuki, Pabst, Sanyo, Mattel, Greyhound and Post. He currently serves as a consultant to advertisers, advertising agencies, public relations agencies and law firms.

“Out-of-Home has long been an inefficient medium for targeted reach,” stated Mr. Silverman. “Bulzī has delivered a quantum leap in targeting efficiency, bringing addressability to advertising on digital screens and better campaign measurement. Media buyers can now efficiently reach a very specific audience out of the home.”

“We are extremely fortunate to benefit from the media and advertising expertise Bruce provides,” said Brent McKay, Bulzī’s CEO. “Having an industry dynamo like Bruce immediately see the value of what Bulzī brings to advertisers is a significant validation of our hard work.”

About Bulzī Media

Bulzī is a digital media company that has built the world’s first targeted ad network in the Digital Signage advertising market, a rapidly growing segment of the second largest reach medium (Out of Home). The company’s revolutionary audience measurement platform, LOCALiz, provides anonymized real-time measurement of micro-audiences in public-space environments - a

requirement for targeted ad delivery. Bulzī's new ad network brings the efficiency of micro-targeted "addressable" advertising to the Digital Signage industry, giving scalability to a medium with massive scale. For more information, visit the company's website at: www.bulzi.com.

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