



PRESS RELEASE
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Bulzī Delivers Real-time Out-of-Home Audience Measurement to RMG Networks
Localized Consumer Demographics and Count Provides Valuable Marketing Data

SAN FRANCISCO – November 17, 2011 — Today RMG Networks (RMG) and Bulzī Media (Bulzī) announced a partnership to deliver real-time micro-audience measurement capabilities to their Digital Place-Based Media networks, consisting of more than 130,000 digital screens. The new capability allows RMG to accurately measure and report audience in any Designated Market Area (DMA) or local geographic region on their networks.

Over the last several months, RMG has participated in Bulzī’s field trial program of LOCALīz, a revolutionary new audience measurement technology which leverages billions of daily anonymized mobile phone location records appended with demographics to measure audience on an individual screen micro scale level (view recent LOCALīz technology announcement at www.bulzi.com). Bulzī is the first company in the world to establish partnerships with top mobile carriers and application providers to generate this data at the necessary scale. The two companies are now preparing for a national rollout of the revolutionary addressable advertising audience measurement program across RMG’s networks.

“This exciting new technology allows us to deliver highly localized audience reports in addition to RMG’s robust national research,” said David Bruce, EVP Media Products and Partnerships, RMG Networks. “Many advertisers would like to run campaigns targeted regionally or by DMA, which we can do already... but partnering with Bulzī provides visibility into even more detailed audience metrics.”

“We are excited to have RMG involved in the launch of our LOCALīz technology,” added Brent McKay, CEO, Bulzī Media. “We believe that this capability supports a growing trend in localization and will significantly enhance the value of out-of-home media.”

About RMG Networks

Named the #1 OOH TV Company of the Year and included on Ad Week Media’s 2010 OOH Hot List, RMG is one of the leading and fastest growing digital media companies in the US.

Headquartered in San Francisco with offices in New York, Los Angeles, Denver, Detroit, Chicago and Beijing, RMG owns, operates and powers Out-Of-Home TV & Video networks. As a result of its rapid expansion RMG now controls 130,000 screens, delivering 58 million highly desirable and elusive monthly viewers across 6 OOH TV & Video networks; In-Flight Entertainment, Fitness Entertainment, Point-of-Care, NYTimes.com Today, Taxi Entertainment and Executive Media Networks. RMG partners with top US Advertisers in key industries such as consumer goods, auto, finance and software to deliver their target audiences out-of-home. RMG is backed by National CineMedia, LLC (NCM), Kleiner Perkins Caufield & Byers (KPCB), and Tennenbaum Capital Partners. For more information, please visit www.RMGnetworks.com.

About Bulzī Media

Bulzī is an Out of Home technology and services company focused on improving the industry's audience metrics and proof of performance reporting solutions. The company's revolutionary audience measurement platform, LOCALīz, provides anonymized real-time measurement of micro-audiences in public-space environments. For more information, visit the company's website at www.bulzi.com.

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