



**PRESS RELEASE**  
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**Bulzī Media Introduces “LOCALīz<sup>®</sup>” - Micro-Audience Measurement for Out of Home**  
*Anonymized Mobile Phone Locations Used to Drive Micro-Targeted Ads in Digital Signage*

*Newport Beach, CA, November 9, 2011* – Bulzī (“bulls-eye”) Media, a digital media company that has built the world’s first targeted ad network for the digital signage industry, today unveiled their LOCALīz audience measurement platform, a system that provides anonymized, real-time audience measurement for groups of consumers in out of home environments. The company’s new ad network uses LOCALīz to power micro-targeted ad delivery on digital signage networks operated by Bulzī affiliates.

Traditional survey-based approaches to out of home audience measurement extrapolate one-time results across tens of millions of nationwide consumers. In stark contrast, Bulzī’s LOCALīz platform continually measures the ever-changing small-group audiences near a digital sign or billboard, along with the demographic profile and segmentation composition of the group. Real-time micro-audiences identified by LOCALīz provide a new and highly credible way to measure out of home audiences, allowing Bulzī to target ads to tens of consumers rather than tens of millions.

To generate micro-audience profiles, LOCALīz leverages more than 20 billion anonymized mobile phone location records every day of small groups exposed to each ad on each digital sign. Billions of micro-audience “small group profiles” are generated based solely on non-personally identifiable information, and then scored against ad campaign requirements in real-time by Bulzī’s ad platform. When a “match” is found, Bulzī delivers the right message to the right micro-audience, at the right place and time. This audience scoring and ad delivery platform gives advertisers a 10x to 100x improvement in their ability to reach their targeted audiences on digital signage networks.

LOCALīz provides the world’s first “targeted advertising” capability for the out of home market. Audience-targeted advertising (a.k.a. “addressable advertising”), long considered the “holy grail” by marketers, delivers an ad to a specific advertising screen based on the demographic profile of consumers actually in the viewing area of the screen. Television, online and mobile media channels have begun offering addressable advertising; Bulzī now brings this powerful new model to digital signage, facilitating efficient cross-channel media campaign deployment and direct-measured effective reach metrics.

“For the last several years companies have used anonymized mobile phone location records to report traffic flow in real time to applications such as Google Maps. Bulzī’s LOCALīz platform adds another layer of intelligence, allowing advertisers to efficiently reach targeted micro-audiences in out of home environments,” stated Brent McKay, Bulzī’s CEO. “LOCALīz builds micro audiences using 100% anonymized data with zero personally identifiable information. Because out of home advertising is a one-to-many medium, we are able to identify micro-audiences and serve ads accordingly without specific knowledge of any one individual. This capability brings a new level of efficiency and scalability to the digital signage advertising industry, which is already one of the fastest growing media channels. It also brings the out of home industry into direct alignment with targeted advertising trends in other digital media.”

Bulzī’s ad network has been in field trials with top digital signage network operators during 2011 and is preparing for commercial launch in early 2012. The company plans to expand its affiliate network to include over 400,000 out of home screens nationwide by mid-2012, reaching over 100 million unique monthly visitors.

#### 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, LOCALīz, 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: <http://www.bulzi.com>.

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