



PRESS RELEASE
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Experian Marketing Services' Mosaic[®] USA to Drive Targeting on Bulzi's Ad Network
World's First Segmentation-Based Targeting in Digital Signage Media

Newport Beach, CA, January 24, 2012 - Bulzī (“bulls-eye”) Media, a digital media company that has built the world’s first targeted ad network for the digital signage industry, announced a strategic alliance with Experian Marketing Services to embed Experian’s Mosaic[®] USA consumer lifestyle segmentation system into the Bulzī technology platform. Mosaic USA empowers marketers to implement a common customer language to describe the new American consumer and speak to their best customers in a unified and consistent voice across all marketing campaigns and channels. The completely rebuilt Mosaic segmentation system captures evolving American household dynamics within a comprehensive structure of 71 segments and 19 groups. Advertisers and agencies can now leverage Mosaic to deliver audience-targeted ad campaigns directly to Bulzi’s digital signage network, a first in the industry.

Bulzī’s targeted ad network combines the enormous reach of the out-of-home advertising market (ranked #2 behind TV) with micro-targeting and real-time ad delivery to specific audiences - an emerging trend known as “addressable advertising.” By bringing addressable advertising to a brick-and-mortar advertising channel, Bulzī allows advertisers to reach specific audiences with relevant messages throughout their day. Already one of the fastest growing media channels, digital signage can now deliver the additional advantages of targeting and addressability to advertisers.

The company’s LOCALiz[®] platform 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.

“Experian Marketing Service’s Mosaic segmentation system, combined with Bulzī’s addressable technology and the reach of our digital signage ad network, provides advertisers with an unparalleled ability to deliver messages efficiently to their targeted audiences at scale, and credibly measure the effective reach of their ad campaign,” said Brent McKay, Bulzī’s CEO and cofounder. “Mosaic has benefited from decades of consumer analytics insight, and gives advertisers and agencies a powerful tool for targeting the right consumer group; Bulzī’s ad network now provides for efficient activation of those campaigns.”

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 www.bulzi.com.

About Experian Marketing Services

Experian Marketing Services delivers best-in-breed data, analytics and platforms into multiple regions around the globe. It is focused on helping marketers more effectively target and engage their best customers through email, digital advertising, customer data management, customer and competitive insight, data enrichment and list rental, modeling and analytics, and strategic consulting. Through these capabilities, Experian Marketing Services enables organizations to encourage brand advocacy, create measurable return on investment and significantly improve the lifetime value of their customers. For more information, visit the company's website at www.experian.com.

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