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Outcast and PumpTop TV Partner to Create Largest Nationwide At-the-Pump Digital Network

*New Network Delivers Reach of Top-5 Ranked Prime-Time TV Shows
And A Captive Audience*

Santa Monica, Calif. and Irvine, Calif. – June 18, 2009 – Outcast (formerly Fuelcast), and AdtekMedia (owner of PumpTop TV), both leaders in the digital out-of-home industry, announced today the launch of a new joint venture to create the nation’s largest at-the-pump digital network. The consolidated venture creates a national network with more than 12,600 high-definition large screens in 15 of the top DMAs reaching more than 20 million active consumers each month. The reach in these markets equates to a top-5 ranked prime-time show on network television, but without the negative impact of DVR ad-skipping or multi-tasking.

The combined network streamlines the planning and buying process for marketers looking to create a one-to-one connection with captive consumers. Through dynamic targeting, brands can target consumers based on demographics, geography, and real-time weather and traffic conditions. In addition, new campaigns can be activated within 24 hours making execution fast, easy, and effective.

“This partnership represents a major step forward in marketplace consolidation and streamlines the media buying process, a request we consistently hear from marketers and media buyers alike,” said Matthew Stoudt, CEO, Outcast. “Now with one call, advertisers

can access over 20 million on-the-go consumers on a one-to-one basis via one of the most measurable and targeted platforms in the space.”

“Our reach puts us on par with the most watched television shows in the U.S. This is a staggering number and surpasses the scale that marketers today demand in their drive to reach on-the-go consumers,” said Douglas Woo, executive vice president, AdtekMedia. “Thanks to the respective market strengths of Outcast and PumpTop TV networks, the sum of this partnership is exponentially greater than its parts.”

The joint venture leverages the strengths of the respective companies. Outcast will assume leadership for advertising sales and marketing of the network under the direction of Nathan Gill, Outcast’s chief media officer while AdtekMedia will drive product and technology innovation, utilizing the company’s extensive software and systems development assets and its strategic relationship with Westinghouse Digital, one of the leading LCD TV manufacturers in the U.S.

“Outcast and PumpTop TV have taken a major step forward by creating a one-stop shop where marketers can achieve strong national reach and market saturation,” said Melissa Spiegelman, managing director of Destination Media Group. “Partnerships such as this strengthen the digital place-based industry, aligning the interests and assets of major players and improving the opportunities for advertisers.”

About Outcast

Outcast is a leading digital media company reaching on-the-go consumers while they fuel their vehicles. High definition LCD screens and rich sound entertain captive consumers creating a 1:1 communication platform for advertisers without ad skipping or channel surfing. Outcast’s patented pump-activation technology initiates the content loop and offers advertisers unprecedented precision and 100 percent measurability. Advertisers that have used the Outcast network include McDonald’s, MasterCard and Honda and many more. The Outcast platform also extends beyond the pump with a mobile platform that has delivered more than 30 million SMS coupons. The company is privately held and

is headquartered in Santa Monica, Calif. with offices in New York City. For more information, please visit www.Outcast.net.

About AdtekMedia/PumpTop TV

PumpTop TV is a leading nationwide digital media network located at-the-pump. Utilized by major brands such as Audi, Roloids, Jack in the Box and BestBuy, PumpTop TV delivers a captivated audience of millions of consumers each week via engaging and fully programmed mix of entertaining content and advertising. The network is owned and operated by AdtekMedia, Inc., a leading out-of-home digital media provider that combines inventory management and sales tools for out of home ad units and content insertion. The company has partnered with Westinghouse Digital, one of the leading LCD TV manufacturers in the U.S., to develop and deploy innovative, all-weather digital signage hardware that seamlessly integrates with AdtekMedia's sophisticated, proprietary network software. Available nationwide, AdtekMedia continues to expand the PumpTop TV network into top metropolitan markets throughout the United States. For more information, please visit www.pumptoptv.com.

About Destination Media Group (DMG)

As the leading non-traditional media agency in the U.S., Destination Media Group (DMG) specializes in providing advertisers and agencies with communication solutions that leverage interactive technology, experiential marketing, in-store media, static and digital place-based media, and other new and emerging media opportunities. DMG's offices in New York, Los Angeles, London, and Frankfurt serve clients across the Americas and Europe. DMG is a division of Kinetic, a 50-50 joint venture between WPP and the previous shareholders of Poster Publicity. Kinetic employs over 900 professionals across 42 offices worldwide and has global billings of US\$4.4 billion. For more information, please visit www.kineticww.com.

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