

Captivate Network offers advertisers broader creative solutions with a new 30-second ad format

Longer spots provide greater flexibility for advertisers on Captivate's 8,000-plus North American digital screen network

CHELMSFORD, Mass., July 22, 2009 – Captivate Network today unveiled a new 30-second format that gives advertisers more flexibility to communicate information such as legal disclaimers and localized content over Captivate's 8,900-screen network in 1,000 North American office towers. The new spots also enable advertisers to easily adapt 30-second spots used in other advertising media to appear on Captivate Network. National brand advertisers use Captivate Network to reach millions of "spend ready" consumers, who are defined as employed, educated professionals earning more than \$75,000 per year.

"We deal with a variety of clients who all have different communications needs and sometimes even legal requirements for their advertising so having the ability to work with Captivate Network on different ad length options is important," said Andrea Fairbairn, media supervisor at Mediacom, one of the world's largest media communications agency networks. "30-second spots give us the flexibility to offer our clients more ideas, create more interesting ads and meet any disclaimer requirements without sacrificing impact."

A typical 50-story office tower hosts about 5,000 spend-ready consumers who take an average of six elevator rides and several walks through lobby areas per day. That gives viewers several opportunities per day to see spots on Captivate screens. Captivate Network also has an interactive Web site, captivate.com, where viewers can follow up on content they see on a screen by participating in a promotion or printing a coupon, for example. Captivate Network's news and information content is also adapted to the digital screen format by the company's editorial staff to capture viewers' attention more readily than the simple RSS feeds other networks rely on.

"The 30-second spots come from our ongoing efforts to give advertisers a full array of creative solutions with Captivate," said Captivate Network President and Founder Mike DiFranza. "The new format will complement our other creative units - full screen brand integration, sponsorships, and our 15-second format."

About Captivate Network

Captivate Network is the leading media solutions company in the out-of-home video advertising market. Through multiple touch points – on screen, on line and on site – Captivate enables advertisers to engage a highly desirable and targeted audience of millions of employed, "spend-ready" consumers at a time and place when they are most inclined to make business and personal buying decisions. Captivate was founded in 1997 and acquired by Gannett in 2004. The company is headquartered in Massachusetts, with offices throughout North America. For more information visit www.captivate.com.

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