

New long-term contracts extend Captivate Network's hold on Canadian real estate market's preference for digital out-of-home

High-quality bilingual programming for elevator and lobby screens attracts Class A office tower owners

TORONTO, Oct. 27, 2009 – Captivate Network has strengthened its position in the high-end Canadian office tower market by receiving new commitments from significant portfolio partners. These agreements mean that Captivate will continue to provide its service to over 170 buildings through 2016 and beyond. Captivate Network now has approximately 80 million square feet of Class A office space under contract representing over 1,750 elevators across the five largest Canadian markets where Captivate operates: Toronto, Montreal, Calgary, Edmonton and Vancouver. This represents 72 percent of the total available square footage in Captivate's target markets.

Oxford Properties, Brookfield Properties, Cadillac Fairview, Bentall, GWL Realty Management and Manulife are among the companies that have committed to offering Captivate Network's news and entertainment programming in their elevators and lobbies for the long term.

In addition to re-signing existing clients, Captivate has signed new contracts with some of the Canadian market's premier properties and run advertising campaigns for national brand-name companies. The Captivate systems have also been designed into most of the new build projects across Canada, including Bay Adelaide Center and RBC Center in Toronto and Jamieson Place, Centennial Place East and West, Bankers Court and 8th Avenue Place in Calgary. New advertisers include ADP, BMW, Brooks Brothers the City of Toronto, Grolsch and Wolf Blass. They join established Captivate advertisers such as CBC, RBC Financial, Rogers, Samsung and West Jet.

"Our tenants expect quality amenities," said Stephen Smith, Vice President of National Programs for Oxford Properties. "Captivate continuously demonstrates its understanding of this upper-end market. Their elevator and lobby screens enhance viewers' days. The content is engagingly written in English and French, the images are presented in a visually sophisticated format, and perhaps, most importantly, the advertising is displayed tastefully. It's the kind of service that positively contributes to the high-touch environment we want to create for our clients and tenants."

Captivate is one of the few digital out-of-home (DOOH) networks with an editorial staff that develops unique content, rather than relying on raw news feeds. Captivate's Toronto-based editors draw on a variety of content from partners such as: Thomson Reuters, CNN, The Canadian Press, La Presse Canadienne, Condé Nast, *BusinessWeek*, *Wired*, *Popular Science*, *Forbes*, and *CEP News*. Content runs constantly on the screens and advertisements are never run full screen, as with some competitive DOOH products. Building owners also use Captivate Network screens to communicate with tenants, replacing paper fliers, posters and handbills.

Through its screen network and interactive Web site, captivate.ca, Captivate has shown a consistent ability to engage viewers with compelling content. Internal surveys conducted since 2006 repeatedly show that 96 percent of viewers watch Captivate screens most of or every time they are in an elevator. Captivate's network of more than 7,500 digital

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screens in the U.S. and 1,500 in Canada reaches an audience of several million “spend-ready” consumers in nearly 1,000 North American office towers. Spend-ready consumers are broadly defined as educated professionals earning more than \$75,000 per year. 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.

“High-end properties throughout the Canadian market have recognized that Captivate Network adds value to the tenants’ day,” said Todd Newville, co-founder and Captivate Network vice president of technology and real estate. “Some digital out-of-home networks are strictly advertising vehicles, but here at Captivate we’ve taken a wholly different approach and produce quality content that is relevant to viewers’ lives – world news, business news and financial news are combined with lifestyle information to create a complete service. The number of clients re-signing long-term contracts with Captivate is a testament to their continued confidence in us and effectively secures Captivate’s dominant market position for the foreseeable future.”

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.ca.

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