

Adspace Networks Expands Digital Mall Network by Over 50 Percent; Now Reaches 10 of Top 13 DMAs

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Largest Digital Mall Network Now Reaches Over 47 Million People Per Month

NEW YORK, July 24 /PRNewswire/ -- Adspace Networks, Inc., owner of the largest in-mall digital advertising network in the country, has announced the expansion of its Adspace Mall Network by over 54 percent to the Atlanta, Houston, Dallas, Seattle, St. Louis, Cleveland and Tampa markets.

The Adspace Mall Network is a national network of digital displays called "Smart Screens" located throughout select upscale shopping malls across the U.S. Prior to this expansion, the Adspace Mall Network included the New York, Los Angeles, Chicago San Francisco and Washington D.C. Designated Market Areas (DMAs). The Network's DMA coverage now represents 30 percent of the U.S. population and consists of 460 screens in 41 malls in 12 of the top DMAs- reaching over 47 million people per month.

One key reason for the accelerated expansion is the network's programming model called "Today's Top Ten," which shows the 10 best deals in the mall each week. Over 100 participating retailers now submit their best deal of the week including original prices and total savings. Adspace then determines the 10 best deals and produces and runs 12-second spots for free. There are typically 10-featured specials integrated into a six-minute loop of advertising content each week.

The enthusiasm of our affiliate mall operators about the "Today's Top Ten" program has helped the Adspace Mall Network to expand and solidify its stance as the largest in-mall digital network in the country. Mall operators have noticed how the "Today's Top Ten" program benefits both their retail tenants who can promote their sale items and their shoppers looking for a bargain," says L. Jeff Jensen, president, Adspace Networks.

"The 'Today's Top Ten' program captivates mall shoppers and ensures that they are seeing our advertiser's adjacent messages," says William Ketcham, executive vice president, CMO, Adspace Networks Inc.

* Malls included in the roll out are: North Point Mall, Alpharetta, Ga; Southlake Mall, Morrow, Ga; Westfield Brandon, Brandon, Fla; Westfield Countryside, Clearwater, Fla; Westfield Citrus Park, Tampa, Fla; Deerbrook Mall, Humble, Texas; First Colony Mall, Sugarland, Texas; The Woodlands Mall, Woodlands, Texas; The Parks at Arlington, Arlington, Texas; Stonebriar Centre, Frisco, Texas; Vista Ridge Mall, Lewisville, Texas; Westfield Southcenter, Seattle, Wash.; Westfield West Country, Des Peres, Mo.; Westfield Great Northern, North Olmstead, Ohio; and Westfield Wheaton, Wheaton, Md.

About Adspace Networks, Inc

Adspace Networks, Inc. (<http://www.adspacenetworks.com/>) builds, owns and operates the Adspace Mall Network, a network of full-motion digital displays located throughout select malls across the United States. The company's patent-pending technology empowers both advertisers and retailers

with unprecedented targeting, flexibility and control of their advertising and promotions in the mall environment. The company was founded in 1998 and is headquartered in New York City.