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February 25, 2009

Release: Immediate
Contact: James Bremner
+1 (212) 675-7820
James.bremner@enqii.com

Global Digital Signage Leader Enhances Offering

25 February, 2009, Las Vegas.

EnQii, the global digital out of home media services provider, has launched EnGage, their new digital signage software at Digital Signage Expo (DSE).

EnGage is a web-based software solution for connecting 100 to 10,000 screens in a network. Its web 2.0 architecture brings drag-and-drop features for flexibility and ease-of-use. EnGage has been designed from the ground up on a Linux platform, which allows for greater reliability and security. Significantly, the software also features Campaign Manager, a new tool for planning and managing advertising campaigns.

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne, servicing thousands of locations across more than 14 countries.

“EnQii’s software has been at the forefront of the digital signage industry for some time but EnGage will enhance our competitive advantage even further,” said Ajay Chowdhury, CEO of EnQii. “The new interface and features for managing advertising campaigns will bring benefits to existing and new clients alike. After recently being named as the number one global digital signage provider for a second year running, we’re delighted to be launching EnGage at DSE in Las Vegas.”

About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne. As one of the world’s truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behaviour with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network. Investors in the company include Amadeus Capital Partners, Wellington Partners and Ithmaar Bank.
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