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

New CTO to Lead Development of Next Generation Technology.

April 6th, 2009 - EnQii Group, the global digital out of home media services provider, today announced that Max Stevens-Guille will assume the role of Chief Technology Officer.

"Market leadership needs continuous innovation," said Ajay Chowdhury, CEO of EnQii. "Max's track record in delivering innovative software and systems over two decades brings new insights and perspective to EnQii's development effort. He adds depth and expertise to the management team that will help EnQii continue to deliver industry-leading innovation."

In his new role as chief technology officer at EnQii, Stevens-Guille will lead the company's efforts in providing state of the art technology for the DOOH market through its EnGage platform and will foster new partnerships across the value chain. He has extensive experience in a number of domains including Digital Media Management and Distribution, Location-Based Services, Retail Banking and Logistics, all of which will contribute to EnQii's technology strategy.

Over the course of his career, he has worked with industry leaders to design and deliver enterprise solutions. Most recently, Stevens-Guille led the delivery of a number of high-profile consumer facing web sites including BC Ferries, JumpTV and Indigo Books & Music. Previously, as co-founder and Sr Vice President of Maptuit Corporation, he developed market leading off-board navigation systems for the Logistics industry. An accomplished researcher, he has written and presented on a range of IT strategies and best-practices, including supporting New Paradigm IT&CA syndicated research programs with a comprehensive research study on technology trends.

"EnQii has established itself as a global market leader in the digital out of home space," said Stevens-Guille. "EnQii provides a complete service for its clients with the backbone of excellent technology and I am excited about joining the company as they launch their new generation of products."

Stevens-Guille succeeds Michael Willems, EnQii's former CTO, in the role. "Michael's legacy will provide the backbone for EnQii's technology for many years to come. His work in creating our core software platform means that Max moves into a dynamic team with much owing to Michael. We wish him the very best as he moves into a career as a professional photographer" said Ajay Chowdhury.

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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