



**Contact:**

Bender/Helper Impact  
Shannon M. McPhee  
shannon\_mcphee@bhimpact.com  
310-473-4147

**CHANNEL M ROLLS OUT DIGITAL DELIVERY OF ITS IN-STORE VIDEO NETWORKS WITH PARK MEDIA TECHNOLOGY PARTNERSHIP**

*Initiative Supports Channel M's Focus On Expanding Technology Infrastructure*

**LOS ANGELES, CA** — May 21, 2008 — Leading digital out-of-home video company [Channel M](#) today announced that it has signed a deal with [Park Media](#) to facilitate the digital delivery of rapid updates of localized advertising and content to the Company's nationwide in-store TV networks. Channel M selected Park Media based on its rich application programming interface (API) set that offers the greatest flexibility for programming and appealing graphics on Channel M networks. The partnership follows a recent round of series C funding received from [Intel Capital](#) in support of the Company's technology initiatives and the hiring of [Peter Lee](#) as chief technology officer and chief strategy officer.

"Channel M's original in-store video content resonates with retailers and advertisers that want to connect with their customers at the critical point-of-purchase," said Peter Lee, Channel M CTO and chief strategy officer. "By combining the Park Media platform with our own programming expertise, we are offering our customers a dynamic, flexible solution that effectively showcases our uniquely developed content and advertising that enables Channel M to transform store environments into branded experiences that drive sales."

Through Park Media's Content Delivery Platform, Channel M will deliver content to its retail customers, as well as advertising campaigns for marketers in a flexible and scalable way that will increase the effectiveness of both the content and advertising due to localization, regionalization, day-parting, targeted campaigns, improved reporting/measurement capabilities and more. Channel M's goal is to migrate all of its networks to digital distribution. The first Channel M network scheduled to go live with digital delivery is [My Gym TV](#), which will rollout to more than 170 locations this summer.

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“Channel M is dedicated to providing its customers and partners with engaging experiences based on variety and relevance,” said Park Media CEO, Brad Trotter. “We are pleased that Channel M has committed to using our platform to deliver its custom-developed content and targeted programming.”

### **About Channel M**

Channel M is the largest provider of content and advertising for out-of-home video in North America. The Company produces award-winning, cutting-edge video content that engages and entertains each demographic specific to its retail and lifestyle venues. The Company’s growing network of channels provides marketers the ability to reach a variety of demographics with television advertising, in-store signage, product integration and national promotions. Channel M’s network includes 20,000 locations. Currently, Channel M offers marketers access to 7,500 locations with monthly traffic of over 100 million consumers. Investors include Ascend Venture Group, Benedek Investment Group, Intel Capital and Vintage Fund Management. Channel M is headquartered in Los Angeles, CA, with offices in New York and Seattle. For more information, visit [www.channelm.com](http://www.channelm.com).

### **About Park Media**

Park Media is the leading provider of enterprise software and service solutions for the Out Of Home Digital Media industry. The company has developed the industry’s most stable, versatile, and scalable network solution for the delivery and management of content and applications to digital endpoints. Developed on open enterprise standards, Park Media’s software platform is designed to provide simple integration with the existing technologies and protocols of content providers and network operators. This versatile system offers infinite options for the delivery of video (and other media), applications, interactivity and accountable tracking. Park Media is headquartered in Memphis, TN with regional offices in New York and San Francisco. For more information, please visit [www.parkmedia.tv](http://www.parkmedia.tv).

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