



PARK MEDIA TEAMS UP WITH INDOORDIRECT TO PROVIDE DIGITAL DELIVERY ACROSS IN-RESTAURANT TV NETWORKS

Initial Launch Includes 14 Quick-Service Restaurant Chains across 430 Locations in the Top 25 DMAS, Expanding to 1000 Locations by June 2009

MEMPHIS, TN — February 25, 2009 — [Park Media](#), a leading digital out-of-home enterprise software and services provider, today announced that it is working with [IndoorDIRECT](#), a digital out-of-home media network for the quick-serve restaurant industry. Park Media's enterprise Content Delivery Platform facilitates digital distribution, improves localization, simplifies program scheduling, and offers configurable reporting, among other features.

IndoorDIRECT offers original content and syndicated programming on theBITE Network, a weekly 60-minute hosted program including movie trailers, weather, entertainment news, sports and news from multiple content providers, as well as targeted advertisements across two in-store viewing zones. One zone provides programming and advertisements to engage and entertain customers in the dining area, while the other zone, placed at the point of purchase, contains advertisements and featured items to drive sales. IndoorDIRECT is currently in place at 14 national restaurant chains, including Hardee's, Denny's and Arby's.

Park Media's platform provides unlimited flexibility and scalability, allowing IndoorDIRECT to continue to easily grow its network and offer each restaurant brand and each location a uniquely engaging customer experience. Additionally, Park Media provides advertisers increased value through localization, regionalization, compliance, targeting and real-time ROI.

"Our goal is to help our advertisers reach their targeted demographics," said Bill Myers, co-founder and chief operating officer of IndoorDIRECT. "Park Media's split screen capabilities enhance our level of targeting and has helped us attract advertisers interested in reaching a specific customer base."

"IndoorDIRECT approached us with very specific needs unique to its individual networks," said Brad Trotter, CEO of Park Media. "Because IndoorDIRECT distributes content from multiple content sources and creates a branded channel for each restaurant chain in its network, it needed a digital delivery solution flexible enough to allow for the customization of back office process and media management applications unique to its business model."

About Park Media

Park Media is a 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, management, and accountable tracking of content and applications to an unlimited number of digital endpoints offering infinite options for network operators to deliver multimedia, applications, and interactivity. Developed on open enterprise standards, Park Media's software platform is designed to provide seamless integration with current standards and protocols of content providers and network operators. Park Media's partners include Channel M, Indoor Direct, Arena Media, and GGP (General Growth Properties). Park Media is privately held and headquartered in Memphis, Tennessee, with regional offices in New York and San Francisco. For more information, visit <http://www.parkmedia.tv>.

About indoorDIRECT

IndoorDIRECT is a powerful digital out-of-home media company providing entertainment content to high-volume quick-service and fast-casual restaurant chains across the nation. IndoorDIRECT created theBITE Network -- a combination of entertainment content and advertising tailored to reach the millions of Americans who visit quick-service and fast-casual restaurant chains every month.

IndoorDIRECT LCD screens are located in restaurant dining rooms, as well as a promotional board at the point-of-purchase to highlight featured menu items. The promotional network has shown proven results that about 40 percent of the customers are influenced. The company is privately held and has its headquarters in Dallas. More information is available at www.indoordirect.com

<<http://www.indoordirect.com>> .

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