



Park Media Receives Approval as Government Vendor for Digital Signage Enterprise Software Products and Services

MEMPHIS, TN -- (March 3, 2009) - Park Media, a leading digital out-of-home enterprise software and services provider, today announced that it has been approved as a Government vendor under GSA Multiple Awards Schedule 70 for information technology software, maintenance, and services. Government agencies can now contract directly with Park Media for their digital signage software needs.

Park Media's Content Delivery Platform software can help government agencies to more efficiently send and manage targeted messages, alerts, and content down to specific display areas on individual screens. For example, using Park Media's technology, an alert could be sent to TV screens within a given agency, department, building, wing or office from one location. The Park Media software is infinitely scalable and configurable allowing for enhanced delivery and management of messages, alerts, and multimedia content.

"We are very pleased to have received the GSA Schedule Contract," said Brad Trotter, CEO of Park Media. "We believe that the targeting capabilities and control inherent within Park Media's Content Delivery Platform present an opportunity for government organizations to significantly increase efficiencies in their communications delivery, security and safety."

In order to be an approved GSA vendor, Park Media underwent a lengthy application process. The GSA schedule is a five-year contract listing the prices the federal government has agreed to pay for a vendor's commercial products and services. Park Media's products and services are listed under GSA Schedule GS-35F-0120V.

Park Media has built a reputation as an industry leading provider of software for the out-of-home media industry which has grown by 13% to \$6.1 billion in 2008.

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, 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>.

###

Media Contact:

Matt Meeks
Bender/Helper Impact
Matt_meeks@bhimpact.com
(310) 694-3135