



PARK MEDIA TO INTEGRATE RVUE™ INTO PARK MEDIA DIGITAL SIGNAGE PLATFORM

Partnership Developed to Streamline and Integrate
Buying and Managing of Digital Out-of-Home Media Across Multiple Channels

MEMPHIS, TN - July 21, 2010 - [Park Media](#), a leading digital out-of-home enterprise software provider, and rVue, Inc., a subsidiary of [rVue Holdings, Inc.](#), (OTCBB: RVUE) and the provider of the first demand-side platform (DSP) for strategically planning and buying Digital Out-of-Home (DOOH) media across multiple channels, today announced the integration of the rVue DSP into the Park Media digital signage platform through an open Application Programming Interface (API). This partnership was developed to simplify and streamline DOOH media planning through a fully automated ad buying process.

The rVue Demand-Side Platform consolidates DOOH media planning and allows micro-targeting by location, demographic or venue type, bringing together advertisers with their desired audiences in a complete 360 degree approach. With capabilities such as pinpoint location selection, rapid content delivery and proof of play, the platform provides a comprehensive and efficient media planning process for both buyers and sellers.

"The integration of rVue's tool sets into the Park Media platform allows unprecedented ease of use in the DOOH media planning process, while adding a strategic results-based metric system that was not available before," said Park Media's CEO, Brad Trotter. "rVue is providing an invaluable interface to buyers and sellers alike, and by working together we can eliminate complicated and time-intensive barriers of entry to the DOOH media planning ecosystem."

Park Media's versatile software solution allows for the delivery and management of sophisticated, multi-purpose content for enterprise digital signage networks. The Park Media platform uniquely provides unlimited flexibility and scalability, and is designed to provide seamless integration with current standards and protocols of content providers and network operators. Park Media's partners include some of North America's largest DOOH network operators, including PlayNetwork and Indoor Direct.

"The rVue demand-side platform was developed to help further accelerate the adoption of DOOH media by providing tools that empower both the advertisers and the networks in the platform," said Jason Kates, CEO of rVue, Inc. "The integration of rVue into Park Media's platform is another vital step towards streamlining the buying, planning, managing and analyzing of DOOH campaigns and we are proud to work with their team on this initiative."

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 some of North America's largest DOOH network operators including PlayNetwork and Indoor Direct. 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 rVue Holdings, Inc.

rVue Holdings, Inc., through its wholly owned subsidiary rVue, Inc., is an advertising technology company which provides the only demand-side platform for planning, buying and managing Digital Out-of-Home and Place-Based Media in its suite of technology. The Company's vision and expertise in building rVue provides unrivalled capability for delivering the right advertising message to the right audience with pinpoint accuracy and creates substantial opportunities for the Digital Out-of-Home and advertising industries. rVue's demand-side platform takes a unique approach to addressable advertising delivery, measurement and an extensive portfolio of intellectual property supports reporting. The Company's innovations in content delivery solutions and intellectual property development in targeted demographic media is the foundation for a wide array of advanced advertising capabilities. Digital technology has revolutionized media and rVue is making targeted addressable advertising, more efficient, more effective and more available. Visit www.rvue.com <<http://www.rvue.com/>> for more details.

Forward Looking Statement Disclaimer

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the Company's actual operating results to be materially different from any historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe these risks and uncertainties, readers are urged to consider statements that contain terms such as "believes," "belief," "expects," "expect," "intends," "intend," "anticipate," "anticipates," "plans," "plan," to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's filings with Securities and Exchange Commission.

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