

For Immediate Release

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Digital Billboards a Smarter Way to Merchandise

ADDISON, IL – June 21, 2005 – DeBellis Communications deployed a market test this week, featuring the Digital Billboard Network, the Internet-enabled distribution system that delivers custom messaging to a micro-audience defined by demographics and purchasing behavior.

The company envisions thousands of Digital Billboard media displays throughout the network.

DeBellis Communications conducted its market test in the Fiesta Market grocery store in Mount Prospect, Illinois. The unit features twin liquid-crystal displays mounted on an aisle end cap. This particular setup, requiring zero shelf space, can be installed atop standard retail shelving anywhere in the store, without compromising product presence on each shelf. The displays appear to float over the products they are promoting.

Individually, each screen is a way to influence the point of decision. But its real power is the Digital Billboard Network behind it. Product groups and retailers use that network to control program content at each screen, noting customer profiles and buying patterns at a particular store and using custom content to capture those eyeballs.

“The Digital Billboard Network lets store operators coordinate their marketing messages with merchandising throughout the store,” said DeBellis Communications president Dom DeBellis. “We work with product groups to produce original programming in conjunction with their advertising agencies. So, when our client rolls out a national ad campaign, we are executing merchandising tie-ins right there in the aisles.”

Customization is a key benefit of the company’s service. “It’s a radical way of reaching customers at the point of decision and it lets stores target specific consumers in specific geographic areas,” adds vice president of sales Tom Allen. “The network allows you to test promotions at a moment’s notice, and to customize them according to audience parameters such as ethnicity, location, time of day, and age.”

“Imagine the flexibility,” continues Allen. “Say I’m a regional director for a grocery chain. What if I could test a promotion that targets Latino customers throughout Chicago on weekday afternoons between 4 pm and 6 pm? Until now, that was a fantasy. Thanks to the Digital Billboard Network, it’s a reality.”

For more information, visit www.DeBellisCommunications.com or call (630) 228-0689.

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About DeBellis Communications

DeBellis Communications is a marketing and media development firm that empowers business leaders with the distinctive processes, tools, and techniques needed to communicate their brand and seize emerging opportunities. The company is headquartered in Addison, Illinois.