



Press Release
For Immediate Release

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**illumobile Sponsors the San Francisco Film Society
Promoting the San Francisco International Film Festival 2008**

illumobile's outdoor digital media network helps increase awareness of the San Francisco International Film Festival in the local community

illumobile Corp., is a San Francisco-based media company that offers new (patent pending) technology for outdoor digital advertising. illumobile has created a digital media platform that enables users to upload content over the internet—ads then appear on digital displays in storefront windows around town. This innovative company has a strong community ethic and is on a mission to make outdoor digital media accessible to everyone. In this spirit, illumobile has recently become a sponsor of the San Francisco International Film Festival. San Francisco Film Society ad campaigns are set to appear on illumobile displays in San Francisco and the East Bay starting March 1st.



"We've designed a flexible and easy to use outdoor digital media platform for regional and local advertisers to get their word out. We select our display locations very carefully," says Matthew Wise, illumobile's Founder & CEO. "Each one is strategically placed in an urban area with a well defined demographic where there is a lot of shopping and heavy foot traffic. More than 50,000 people pass by each display every week and our monthly viewership across the network exceeds 5 million people. And because our displays are located in storefront windows, you can get your word out within a specific community or neighborhood in a dynamic and highly engaging manner." Anna-Mae Chin, director of marketing at the San Francisco Film Society says, "illumobile's technology is helping us reach our community and promote film and art."

Today consumers increasingly spend more time out of the home and are becoming more difficult to reach with traditional media. It's clear that alternative media like the illumobile Network™ have proven to be successful in reaching and engaging consumers at natural inflection points (day and night) where people spend a significant time away from home. According to PQ Media research, alternative out-of-home spending grew by 27% to 1.69 billion in 2006 and accelerated growth is projected through 2011.

About the San Francisco International Film Festival

For over 51 years the San Francisco International Film Society has worked passionately to support film and art in the Bay Area community. The celebration of the transformative power of the moving image is at the very heart of everything the Film Society does. Visionary from the beginning, the San Francisco Film Society today presents an energetic medley of year-round offerings that embrace the artistry and innovation of the world's most imaginative storytellers. SFFS educates, entertains and enriches a wide and diverse range of audiences with programs and events in four core areas: Internationalism, Education, Citywide Outreach and Exploring New Media.

About illumobile

illumobile is passionate about making outdoor digital media accessible to everyone. We believe that technology has advanced to a point where everyone (large and small) should have access to the very best forms of digital media advertising. With this vision in mind, illumobile has designed a flexible and easy to use (patent-pending) outdoor digital media platform for regional and local advertisers. illumobile has been in business since 2007 and was founded by an enterprising and creative group of individuals with backgrounds in entrepreneurship and engineering who met while in graduate school at UC Berkeley. We're committed to providing our members with incredible marketing solutions and top-notch customer service. We welcome any feedback you wish to share. Send us an email at info@illumobile.com to get in touch with our team.