



Press Release
For Immediate Release

February 1, 2008

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illumobile Launches Its Community Awareness Program (iCAP™) Initiative to Sponsor Philanthropic and Civic-minded Organizations on the illumobile Network™

illumobile's outdoor digital media network helps increase awareness of a host of community issues in an effort to bring about positive social change

illumobile, 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. Not only is illumobile committed to providing top-notch advertising solutions to its clients, but it is committed to the positive development of its community. illumobile has launched a formal Community Awareness Program (iCAP™) in an effort to partner with philanthropic and civic-minded organizations to support them in increasing awareness of important community issues with the goal of bringing about positive social change. Some of organizations illumobile has sponsored through iCAP™ initiative include, San Francisco Department of Public Health, Northern California Cancer Center, The Ad Council, and the San Francisco Film Society.

"As a new media company that is reaching a large and diverse audience, we are happy to support civic-minded organizations to help get their word out and generate increased awareness of important issues that affect our community. "It just makes sense. It's the least we can do to support our community," says Matthew Wise, illumobile's CEO and Co-Founder. "We are excited to offer a rich media digital outdoor advertising product which enhances our clients' media mix and extends their marketing reach." Nowadays, organizations can not just rely on traditional media channels to generate awareness for their causes or their products and services. To achieve maximum awareness of marketing campaigns, the most successful enterprises are increasingly supplementing their traditional media mix with new forms of digital media, such as the illumobile Network™.

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 illumobile

illumobile is a digital media company transforming the outdoor advertising landscape with a network of pedestrian-facing, Web-connected digital displays. illumobile provides advertisers a

low-cost, self-service, end-to-end outdoor advertising solution through its web portal, where users can upload their digital ads, target their ads by location and time, and then broadcast their ads across our display network. Our network comprises high-resolution smart displays installed inside storefront windows facing the street - enabling interactive ad delivery to pedestrian audiences in heavily-trafficked urban areas. We've designed a flexible and easy to use outdoor digital media platform for regional and local advertisers. illumobile 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. Visit us at www.illumobile.com to "Get Your Word Out!"