



News Release

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Digital Media Targets Point-of-Sale in Portland, OR

Portland, Oregon (February 6, 2008) –PhiMedia, a leader in Out-of-Home Media Advertising, launched the PhiMedia Digital Network capturing consumer audiences at the point of sale. With the decline in traditional media usage and effectiveness such as broadcast, radio and print, the PhiMedia Network provides advertisers the opportunity to reach consumers during their daily lives where they spend their time, shop and frequent.

“PhiMedia provides an alternative medium for advertisers to engage and influence consumers during the critical time of purchase. Where others struggle to make a lasting impression, PhiMedia delivers the final message to gain instant results for our advertisers.” *Nathan Purcell – ISO Director of PhiMedia*

To create market saturation, PhiMedia partnered with Aptus Financial, a national leader in ATM placement and management solutions – together they have initiated the implementation of this latest innovation in interactive out-of-home advertising within the Portland market (and nationwide). The first locations in Portland, OR deliver over 1,000,000 impressions to over 700,000 consumers in the Portland/Vancouver metro.

“Aptus is very excited to partner with PhiMedia to bring new revenue producing services to our customer base. An advertising message at the POS, coupled with the added benefit of cash in hand, produces immediate results and increased sales for our merchant and retail clients. This solution allows us to reach beyond our existing customer base and venture into new markets, helping diversify our portfolio.” *Jeremy Inman – Executive Vice President, Aptus*

In an ongoing effort to support the ATM Industry, execution of the PhiMedia ATM Topper solution was demonstrated on a Triton ATM at the local Gill Mart Chevron*. In addition, the 32' Media window platform was launched at The Bounty Hunter Bar and Grill**. Support and Installation was provided by Solvport, the nation's leading ATM and Kiosk Service Provider.

“Solvport is excited to diversify it's commitment to the ATM Industry by supporting the PhiMedia Network. PhiMedia's digital signage program provides ATM Owners and Operators the ability to earn an additional passive revenue stream, combating the rising cost of cash and shrinking margins.” *Wayne Vandekraak - President of Solvport*

The PhiMedia network is digital out-of-home with LCD screens placed strategically in high-traffic and retail environments. Content is provided by InVideo and includes news, sports, weather, traffic, trivia, factoids and community service initiatives to consumers throughout their busy day.

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“Through our exclusive relationship with the Invideo Network, we can deliver customized and tailored messages to each location type. Proprietary content such as Wyrd Facts™, Nutty Trivia™ and Sidelight.TV™, entertain and engage the audience to create a more pleasurable consumer experience for our host retailers and merchants.” *Charles Tramont – Marketing Director of PhiMedia*

Future 2008 Markets include Los Angeles, San Diego, San Francisco, New York, Seattle, Chicago, Miami, Dallas, Houston, New Orleans and many others.

* *Gill Mart Chevron located at 9138 Foster Rd, Portland OR 97266*

** *Bounty Hunter Saloon located at 11445 SW Pacific Hwy, Tigard OR 97223*

ABOUT APTUS FINANCIAL — Aptus Financial, was founded in 2002 by a strong team of ATM industry executives to provide ATM sales, leasing and management solutions to the merchant and retailing industry. Over 30 years of combined experience come together to give the unmatched ability to create custom, expert ATM solutions to clients and provide services to help ATM owners maximize their investments and leverage additional revenue streams. Aptus Financial is proud to be a leader in ATM sales, ATM leasing and management services. Aptus is headquartered in Portland, OR. For more information about Aptus Financial, please visit: www.aptusfinancial.com or call 866-882-7887.

ABOUT PHIMEDIA — PhiMedia is a digital out-of-home network with LCD screens placed strategically in high-traffic and retail environments. Network content includes news, sports, weather, traffic, trivia and advertising engaging consumers throughout the day where they spend their time, shop and frequent. The PhiMedia Digital network is the vehicle that delivers messages during the daily life of a consumer. No other medium has the targeting and influencing Power of point-of-sale digital media. Placements include convenience stores, grocery stores, movie theaters, shopping malls, airports, hotels, campuses, stadiums and more. Content is constantly updated to better enhance the consumer experience and engage the audience for partners and clients. PhiMedia is headquartered in Scottsdale, AZ with affiliate offices in Tennessee and Ohio. For more information about PhiMedia, please visit www.phimediainc.com or call 866-977-6334.

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