

## **FOR IMMEDIATE RELEASE**

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### **New Ad Medium To Enter The Market With Powerful Partnerships And Unprecedented Pre-Launch Results.**

*Creatable Media Joins With Clear Channel Malls  
To Launch New Food Court Tabletop Ad Network.*

*Test Campaigns Generating Highest-Ever Dwell Times  
Of 32 Minutes Per Shopper.*

LOS ANGELES (March 7, 2006) -- On March 1<sup>st</sup>, 2006, attendees of the AAAA Media Conference And Trade Show in Orlando got an inside look at Creatable Media's breakthrough tabletop medium that's begging the question, "Why didn't I think of that?".

Creatable Media Inc. is the first company to showcase ads atop custom-designed tables in mall food courts across the nation. Not only do these unique display units allow a variety of printed materials to be securely displayed, but the sleek, modern design of the tables has proved so appealing, malls have joined the network based on the aesthetic effect, as well.

The result is a dominant media space across an ocean of food court tables in malls coast-to-coast – giving advertisers an opportunity to inspire on-the-spot conversations, among thousands of people at a time.

“Creatable Media’s tabletop system is taking the marketplace by storm,” says Vince Pierse, President of Creatable Media. “With over 120 malls deploying by November of 2006 in properties owned or managed by some of the nation’s premier mall development companies, such as The Westfield Group, General Growth Properties and The Macerich Group, ours is the perfect venue for making a large-scale impact in out-of-home media. And we’re able to offer clients the flexibility of making national, regional or local buys.”

In addition to reaching captive audiences, Creatable Media offers one-on-one access to consumers who are “ready-to-buy”. Studies have shown that over 40% of all goods are purchased at America’s malls. And within the mall environments, the Food Court attracts 45% of those who come to shop.

Creatable Media’s breakthrough tabletop advertising is not only introducing a brand new advertising medium into shopping malls, but it’s also delivering the longest dwell times to a physically stationary audience in a point-of-purchase environment.

“Our test campaigns have already garnered some astonishing results,” says Kim Brewer, Vice President of Marketing at Creatable Media. “Consumers have rated the tabletop ads remarkably high, saying they were entertained by them while having a meal and didn’t see them as intrusive. But even more exciting was that, not only were our clients’ ads seen an average of 32 minutes per table exposure, but also our data showed that consumers are actually talking about the ad messages. Imagine that happening with a 30 second TV spot, assuming the consumer doesn’t have Tivo!”

To further strengthen their market presence, Creatable Media has appointed Clear Channel Malls, a division of Clear Channel Outdoor and a leader in mall integrated marketing programs, as the official U.S. sales representation resource.

For Creatable Media, Clear Channel Malls brings with it the sales force, reputation and mall market expertise of the Clear Channel Communications network. "This truly is a synergistic relationship," says Pierse. "Clear Channel Malls gives Creatable Media a unique sales depth in the form of the nation's foremost team of specialists in the U.S. mall market. They know the category inside and out – from the physical environment to the demographics and psychographics of mall shoppers." For Clear Channel, Creatable Media is a perfect addition to their suite of breakthrough media offerings.

"With Creatable Media's tabletop system, Clear Channel Malls is once again breaking the barriers of traditional mall advertising by extending campaigns through out the mall," says Donna Baker, President of Clear Channel Malls. "And in doing so, we're converting the mall into a powerful medium in which our clients can reach consumers in a buying state of mind. Creatable Media is a great addition to our portfolio of products. The combination of their expansive table top media space, and Clear Channel's Digital Mall Network in food courts, creates a powerful package offering for our advertisers.

"This really is about the power of a new medium that's in the right place at the right time, every time," adds Pierse.

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**About Creatable Media Inc.**

Creatable Media is the first company dedicated to innovatively showcasing ads atop custom-designed tables in mall food courts. At their pre-launch rate of expansion, Creatable Media will be exposing a minimum of 50 million consumers per month to their clients ads, reaching a demographic that's as broad as it is ready – and able – to purchase.

The Company is headed by Vincent Pierse, former President and Chief Operating Officer for McIlhenny Company – the 130 year-old maker of Tabasco® brand products. During his tenure at McIlhenny Company he was instrumental in raising the global profile and sales of the iconic company. Reporting directly into Pierse is Poom Chantha, Chief Operating Officer, who had spent the last 18 years with Westfield Corporation, developing their global mall portfolio; and Kim Brewer, VP of Marketing, who brings successful years of sales experience across various media platforms – including US News & World Report and CoolSign Media Networks.

Creatable Media tabletop displays are represented by Clear Channel Malls, the fastest growing division of the Clear Channel Outdoor Network -- a global leader in outdoor advertising with over 800,000 displays in more than 50 countries across 5 continents.

**About Clear Channel Outdoor**

Clear Channel Outdoor, based in Phoenix, Arizona, is the world's largest outdoor advertising company with over 870,000 displays in more than 50 countries across 6 continents. In the United States, the company operates over 144,000 advertising displays and has a presence in 45 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square. Adshel(TM) is the company's international street furniture division, which operates more than 3,500 municipal advertising contracts worldwide. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).