

**FOR IMMEDIATE RELEASE**

**DIGITAL AD VIEW LAUNCHES**

*Cost Effective and Powerful Out-Of-Home Digital Billboard  
Advertising Comes to Area Super Regional Malls*

**Boca Raton, FL** --- November 10, 2008 – A&H Media Corp is pleased to announce its successful launch of Digital Ad View, a state of the art Out-Of-Home Digital Advertising Network. Building on the success of DriveTime TV, Digital Ad View was launched to offer advertisers and marketers an affordable advertising solution in super regional malls. Digital Ad View's network of screens were launched at two high traffic premium malls in South Florida, the Bayside Marketplace and Pembroke Lakes Mall. Combined, both venues give marketers access to total customer traffic that exceeds 35 million people a year. Advertisers can now reach Teens, Young Adults, and Women at some of the best CPM's in the business.

Catching the audience's attention and keeping them watching are critical to the success of any digital signage network. "By combining broadcast quality animated graphics, video inserts and a detail ticker all in a smart screen design that wraps the digital ad around live TV, Digital Ad View has taken digital signage into the next era," said A&H Media Corp's President, Dr. Eric W. Hoffman. "Now marketers don't have to worry that their digital signs will be missed or glossed over...with digital signs wrapped around live broadcast, marketers messages can't be missed," he adds. Digital Ad View's technique of deploying digital advertising screens exclusively in the food court guarantees that the ads will be seen for a greater length of time and by a greater number of consumer's. "Our research indicates that consumers like the concept and attend to the ad message longer thanks to smart screen placement and live TV playing along with the wrapped ad," said Dr. Eric W. Hoffman. The average mall customer spends 23 minutes in the food court during a typical visit, which increases system dwell time significantly.

Digital Ad View's Out-Of-Home digital display system is the most flexible and robust in the industry. All scheduling, updating, monitoring, and maintenance is completed via a remote connection that ensures maximum reliability. Advertiser's can update their message daily and schedule spots to reach a certain demographic during a particular day part. Digital Ad View has already signed several national accounts to the systems and plans to launch other venues in the coming months.

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## Digital Ad View

### **About Digital Ad View**

Digital Ad View is a leading Digital Out-Of-Home (DOOH) company. Digital Ad View provides digital billboard platforms for advertising as well as providing associated creative services. Digital Ad View is a division of A&H Media Corp, with offices in Boca Raton, FL and Marietta, GA. For more information about Digital Ad View's offerings, please visit the company website at [www.digitaladview.com](http://www.digitaladview.com)

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