

Newsletter

Despite the turbulent economy, ONTrack has continued to make tracks in the digital out-of-home sector. We have expanded our network of over 66,000 screens in 1,100 locations across North America. Operating under tighter budgets, advertisers are more determined than ever to seek out opportunities with the highest return on investment. Enter ONTrack.



With its ability to offer unparalleled reach and frequency at minimal cost, ONTrack is quickly gaining recognition from advertisers. FOX Broadcasting Company, Anheuser Bush, Samsung and CBS are already ONTrack. They are taking advantage of ONTrack's ability to reach a desirable audience of over 98 million viewers.

ONTrack offers a creative way to drive your message to the foreground in an uncluttered environment. In the world of Tivo and PVRs, ONTrack realizes just how difficult it can be to arrest the gaze of an on-the-go audience. We deliver your messages to a captive audience in locations where they are likely to linger. Ads run concurrently with content the audience is most interested in, such as track conditions and racing scores. 72% of racetrack visitors are also bettors, with a vested interest in the screens, so be assured they'll be watching them. Ads delivered over the ONTrack network are 6X more likely to be noticed

than television commercials and 10X more likely to be noticed than static media.

The ONTrack audience is an elite class of well educated individuals who earn over 70K annually. Due to their propensity to spend a lot of time outside the home, in bars and at other destination locations, they have traditionally been difficult to reach. But not for ONTrack. It's media for the mobile.

In addition to a robust network, ONTrack offers you the opportunity to augment your campaigns with several integrated media opportunities: SMS messaging, sampling, promotions on-site and literature distribution. Of the over 98 million eyeballs ONTrack has already aggregated, more than 15 million viewers may have their fists clenched around a mouse as they watch riveting races online.

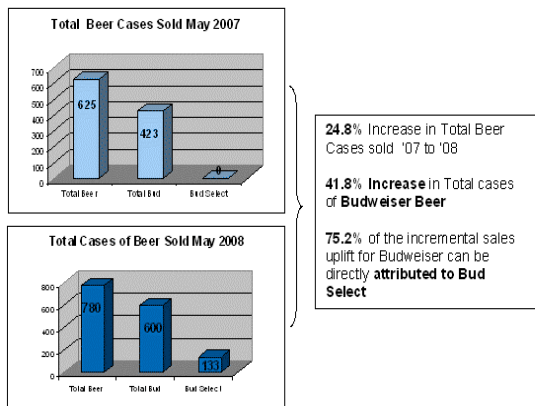
The growing demand for our unique media solution has necessitated a partnership with Chicago based marketing company Image Architecture. The firm will be helping us with our sales initiatives in the US.



The efficacy of messages delivered via the ONTrack network was recently illustrated with the launch of Budweiser Select, a new beer by Anheuser-Busch. Bud Select ran a series of pure brand image commercials for one month on the

ONTrack Network. The study was conducted by MC Integrated, an independent research/marketing company. It focused on beer sales at the Balmoral Park and Maywood Park racetracks, located outside Chicago, Illinois. The network ran 375 thirty second Bud Select ad spots (supported by five second billboarding) in the broadcast month of May 2008. During this time no other promotional materials for Budweiser Select or any other Budweiser product was presented. The study demonstrated the efficacy of advertising messages delivered through the ONTrack network and their measurably impact on sales.

Results: Sales Analysis



Seesaw Networks, a media company offering place-based digital out-of-home networks incorporated ONTrack into its extensive network on June 1, 2008. Seesaw recognizes ONTrack's adherence to the measurement guidelines outlined by the Out-of-Home Video Advertising Bureau (OVAB) and included them in their network of affiliates. ONTrack abides by Seesaw's rigorous qualification process:

Audience Metrics and Life Patterns: ONTrack ensures that its audience metrics (traffic and presence, awareness

and notice of screens, impressions, dwell time, and demographic and life pattern) are accurate and up to date.

Location and Screen Placement: Ontrack provides detailed location information such as business hours, addresses, pictures of the locations and how digital screens are integrated into the overall customer experience

Content and Programming: ONTrack ensures that its programming is relevant to the viewer and provides detailed programming information including the programming schedule, relevance of content to the location and ad rotation lengths.

Compliance and Testing: ONTrack provides world-class network support for each location, assuring that screens are up and running during the designated hours of operation, creative is delivered to spec, and that they can deliver proof of performance.

Like Seesaw, Adcentricity also recognizes ONTrack's unique ability to reach a coveted audience and has included us in their system of out-of-home advertising solutions. Adcentricity states on its website: *Understanding and identifying which venues have the audience you need is ADCENTRICITY's specialty.* So it seems only natural they would look to ONTrack. We are the only national network of this kind—providing cost effective ways to reach the most sought-after consumers. Isn't it time you got ONTrack!

