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ADTI MEDIA, LLC DIGITIZES BOSTON PROPERTIES' TIMES SQUARE FACADE

Unique Revenue-Share Deal Enables Real Estate Company to Earn Ad Dollars with No Capital Investment

TEMECULA, California (November 30, 2010) – ADTI Media, LLC, the leader in digital out-of-home solutions & services, today announced the debut of its latest SkyNet™ digital mesh display in the heart of New York City's Times Square. Working with Boston Properties, the owner of the building at Seven Times Square, commonly known as Times Square Tower, ADTI combined a unique digital display solution in a challenging environment with a custom revenue sharing financial solution.

The challenge for Boston Properties was to replace the vinyl banner on the side of the building. At 34 stories high, the vinyl banner was difficult and costly to change ads, limiting the location's revenue potential. Normally, a digital display would be ideal in this situation, but the location was not designed to support the heavy frames and cabinetry that traditional LED displays require.

Boston Properties turned to ADTI Media and the company's lightweight digital mesh display, SkyNet. Weighing less than three pounds per square foot, the SkyNet display does not require a secondary support structure and can easily drape the side of a skyscraper. Plus, the ADTI revenue solution enabled Boston Properties to advance its advertising capabilities with no capital investment.

"ADTI Media impressed me with their innovative solution to overcome the physical obstacles of our location," said Senior Vice President and Regional Manager Robert E. Selsam, Boston Properties. "Their superior technology and low risk financial solution made it compelling for us."

ADTI offers a unique revenue-share option for qualified properties that enable them to install a SkyNet display on their building with little to no capital investment.

"It's really a win-win situation for everyone involved," said Jim Martindale, CEO of ADTI Media. "In today's economy, many businesses are looking at options to increase

their bottom line with minimal cash outlay. ADTI is able to offer creative solutions to help meet these needs.”

Just in time for the holidays, the SkyNet installation was complete on November 28 and the first ads went live on November 29. With a dazzling 8000 NITs, it showcases spectacular full motion video that displays brilliantly in direct sunlight. And since the display is directly behind the world-famous New Year’s Eve ball drop, it will garner the world’s attention as we usher in 2011.

For more information about SkyNet and ADTI Media please visit www.adtimedia.com.

About ADTI Media, LLC

ADTI Media, LLC is an innovative digital out of home solution and service provider with installations around the world. Engineered and manufactured in the United States, the company’s patented LEDs were designed based on the way that human eyes see color to create a brighter, richer, and more consistent viewing experience compared to other displays. Headquartered in Temecula, California, ADTI is a privately held, ISO-9001 certified company. For more information regarding ADTI Media, LLC and SkyNet digital mesh display, please visit www.adtimedia.com or contact sales@adtimedia.com.