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ADTI MEDIA PARTNERS WITH TOYS FOR TOTS FOUNDATION TO LIGHT UP TIMES SQUARE

Digital Ad Reminds People to Make the Seasons Bright for Those in Need

TEMECULA, California (December 1, 2010) – ADTI Media LLC, the leader in digital out-of-home solutions & services, today announced the donation of free digital ad space in the heart of Times Square to the Marine Toys for Tots Foundation. For the next few weeks, the Toys for Tots digital ad will run on the newly installed SkyNet digital mesh display at Seven Times Square.

“The holidays are upon us and we really wanted to remind people about this wonderful cause that helps millions of children,” said Jim Martindale, CEO of ADTI Media. “The SkyNet display was installed just in time for the holidays and we’re thrilled to be able to provide Toys for Tots with the ad space. As people do their holiday shopping in the heart of New York City, they will be reminded to make the holidays bright for those in need.”

Perched high atop Seven Times Square, SkyNet is a 32’ x 54’ display that boasts the latest in LED technology. With a dazzling 8000 NITs, it showcases spectacular full motion video that displays brilliantly, so the Toys for Tots ad will be seen clearly, day or night.

Lieutenant General Pete Osman, USMC (Ret), President and CEO of the Marine Toys for Tots Foundation, said, “Toys for Tots truly appreciates the generous ADTI Media donation to the foundation. We believe our large, visible presence in Times Square will offer a reminder to families to think of others this holiday season. By donating a new unwrapped toy or by making a cash contribution on our website at www.toysfortots.org we will be able to bring smiles to children on Christmas morning who otherwise might be forgotten.”

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.

About Marine Toys for Tots Foundation

Toys for Tots, a 63-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Corps fulfilled the holiday hopes and dreams of 7.4 million less fortunate children. Since 1947 over 195 million children have been assisted. For more information, visit www.toysfortots.org.