



Scala Acquires Market Information Services Group Canada

Adding Sophisticated Advertising Campaign Management Products to Portfolio

EXTON, PA, USA - February 27, 2008 - Scala, the world's leading provider of end-to-end solutions for the digital signage market announced today that it has agreed to acquire Market Information Services of Canada, Inc. and Market Information Services of America.

Already recognized as the dominant player in the world in the Digital side of the out-of-home advertising market, Scala's acquisition and integration of MISC's Charting Pro® product will strengthen Scala's position. Once integrated the new product line will provide a complete Advertising Campaign Management Solution that allows advertising campaigns to span digital, static, and mobile advertising all managed by a single system.

"This strategic acquisition brings Scala the opportunity to become the leader in business management solutions for the out-of-home advertising industry, which is growing at a phenomenal rate, second only to the internet" said Scala's CEO, Gerard Bucas.

"By expanding Scala's product line through the close integration with MISC's Charting Pro suite of enterprise products and its mobile media measurement software, customers finally have one system and one solution that truly spans the entire market. The synergies of Scala's InfoChannel®, and MISC's Charting Pro suite of enterprise software and measurement technology allows Scala to be the only source for the complete tool set for the management of all advertising platforms - from billboards, static, digital and mobile right through to retail light boxes in malls. The newly formed Scala Canada will serve as the knowledge base for supporting the complete out-of-home advertising campaign and media management solution worldwide. These are exciting times for Scala and the industry as a whole."

Tom Harrison, co-founder of MISC said, "Scala's management team, product focus and its corporate vision were major factors in our decision to join Scala. Co-founder Brent McCaw added, "This is the logical next step in our 20 years of experience in the out-of-home media world and joining the number one company in the industry gives us the opportunity to create products that will maintain Scala's pre-eminent world leadership."

Combining Scala's 20 plus years of experience in digital signage and MISC's 20 plus years of experience in out-of-home Advertising and Media Management, provides the perfect blend of skills and in-depth know-how that will allow customers around the world to integrate digital and static advertising campaigns and manage them from one central application.

About Scala

Founded in 1987, Scala pioneered the Digital Signage industry and today is the world's largest provider of software for creating digital signage networks, driving more screens than all competitors combined. The Company's InfoChannel® product line is used for dynamic digital media networks in retail, education, entertainment, government and other industries for diverse applications such as Retail Advertising networks (Retail TV), Corporate Communications

(Employee TV), Digital Billboards, Digital Menu Boards, Digital Posters, Community Access channels (Cable TV), Hotel lobby signage and information channels, Gas Pump "toppers", Convention Center Signage, Interactive touch-screens and Kiosks, etc. The Company's cutting-edge InfoChannel software platform powers thousands of digital signs around the world including the digital signage networks of Rabobank, IKEA, Bloomberg, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, Kiwi, McDonalds, Warner Brothers, Santiago Airport, Ericsson, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen, The Wall Street Journal Office Network and many more. Scala is today headquartered near Philadelphia, PA and has wholly-owned subsidiaries in The Netherlands, France, Norway, and Japan with a direct presence in a number of other locations and countries. Scala's products are primarily sold through an international network of Scala Certified Partners. More information is available at www.scala.com.

About MISC

Founded in 1986, MISC is a global provider of out-of-home media management software that addresses the needs of traditional outdoor, digital, and fleet media by allowing its clients to plan campaigns more profitably, place ads more efficiently and measure results accurately and immediately. MISC serves over 200 branches from 62 different companies including CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, and Life Time Fitness.

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