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Reactrix Systems, Inc. Starts a Ruckus with HopeLab at Digital Life 2007

Premier Digital Out-of-Home Ad Network Uses Interactive GamePlay Technology to Promote 'Ruckus Nation' Competition to Get Kids Moving

Redwood City, Calif. – September 27, 2007 – Reactrix Systems, Inc., the leading interactive out-of-home advertising and entertainment media company, today announced its partnership with HopeLab, the nonprofit organization behind Ruckus Nation, an international online idea competition to get kids moving. Reactrix will launch its partnership with HopeLab at Digital Life 2007 in New York, September 27-30, 2007, and employ interactive gameplay technology across its network in malls, movie theaters and other public places to promote the competition across the United States. Ruckus Nation inspires the public to come up with product ideas that will increase physical activity in kids as a way to improve their health.

The Reactrix advertising network allows the public to engage with brands featured on displays throughout public locations in a fun, interactive way. Its breakthrough technology projects vivid, high-definition digital images that instantly respond as people walk by or gesture over the display. This interaction creates an immersive media experience that makes floors, walls and tabletops come to life. Reactrix has worked with companies like AOL, DaimlerChrysler, eBay and others, to create interactive ad campaigns in public areas where people can physically interact with the displays.

“Reactrix technology naturally inspires movement, inviting people to physically interact with the brands we display,” said Reactrix Chairman and CEO Mike Ribero. “Since Reactrix is an active medium, our partnership with HopeLab to promote the Ruckus Nation competition was a natural fit.”

Ruckus Nation is an online competition challenging participants to imagine innovative products that will increase physical activity among middle-school-aged kids, ages 11 to 14. More than \$300,000 in prizes will be awarded. HopeLab will support the development, testing and distribution of products based on the best ideas.

“Ruckus Nation is about finding creative, fun ways to get kids moving” said HopeLab Vice President of Strategic Partnerships Ellen LaPointe. “Reactrix is a fantastic example of how technology can encourage



movement in a way that's entertaining, and our partnership with Reactrix is an exciting way to raise awareness about Ruckus Nation."

Ruckus Nation participants must register no later than October 15; registered contestants must submit their ideas online no later than November 20, 2007. Winners will be announced in March 2008. Ruckus Nation competition entry requirements, rules and judging criteria are available at www.ruckusnation.com.

About Reactrix

Reactrix is the leading interactive out-of-home advertising and entertainment media company. The Reactrix Media Network helps brands elevate the effectiveness of their media plan, delivering more than 90 million impressions monthly. Reactrix' large format interactive displays are located in more than 175 high traffic malls, theaters and other public spaces across the U.S., with heavy concentration in the top 20 TV markets nationwide.

The unique Reactrix advertising and entertainment experience leads to unsurpassed media effectiveness, made possible by proprietary reactive technology that projects vivid branded messages onto 6-foot by 8-foot surfaces. Images instantly respond to movement or gestures, creating a participatory media experience that allows brands to "come alive" and invites people to interact with them. To see a short video of Reactrix interactive place based advertising in action, go to www.reactrix.com and click on "View Our Reel."

Reactrix advertisers span a diverse range of leading brands including Coca-Cola, Clorox, Hilton, CBS, Sprint, Universal Studios, Visa, Wells Fargo, 1800FLOWERS.COM and many others; along with a fast-growing group of emerging brands.

Reactrix is headquartered in Redwood Shores, California, with branch offices in New York City, Los Angeles, and Chicago.

About HopeLab

HopeLab, founded in 2001 by Pamela Omidyar, is a non-profit organization committed to combining rigorous research with innovative solutions to improve the health and quality of life of young people with chronic illness. HopeLab introduced its first product, the Re-Mission video game for adolescents and young adults with cancer, in 2006. Re-Mission was developed with the input of young people with cancer and was shown in a randomized, controlled research trial to improve key health outcomes among young people with cancer who played the game. HopeLab is now applying its customer-focused, research-based approach to develop new interventions for young people suffering from other chronic illnesses. For more information, visit www.hopelab.org.

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