



For Immediate Release

DRIVE, CONNECT, MEASURE

AdTag™ launches a new platform to reinforce the efficiency of traditional media

Singapore, 15 August, 2007 - AdTag™ introduces a patent pending platform that increases the efficiency of advertisements through its unique ability to **drive, connect and measure** consumer response in traditional media. Headquartered in Hong Kong, AdTag™ has chosen Singapore as the launch pad for its innovative system that brings unprecedented measurement and insight into traditional media advertisements comparable to those in online media.

AdTag™ drives visibility and increases consumers' time spent particularly on print and outdoor advertisements, adding a critical two to fifteen seconds for each advertiser to communicate their brand and message. In an increasingly cluttered media environment, this brings about an immediate benefit for advertisers to reach out to their consumers more effectively.

AdTag™ provides each advertisement with a unique identifier tag that consumers respond to via mobile (cell) phones at zero cost in Singapore. All responses are collated in real-time, and results such as **how many responses, when they were sent, for which media and originating mobile operators** are accessible online via secure login for AdTag's clients.

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Key consumer demographic indicators such as **age, gender, and residential location** based on voluntary data provided by consumers add further insights to the online information.

Permission Based Marketing forms the core philosophy of **AdTag™**. The system sends information on the advertised product or service strictly to consumers who request for it. This opens additional channels of dialogue creating valuable leads of genuine consumers for the advertiser to follow-up.

“AdTag™ brings new insights into a multi-billion advertising industry allowing traditional media to stem their eroding market share to new mediums like the Internet.”

“The ability to drive and promote active readership is one of the key offerings of **AdTag™** and bringing at least two to fifteen seconds of dedicated consumer attention to our advertisers. By leveraging on the predominant behaviour of consumers in using Short Messaging Service (SMS), **AdTag™** is both effortless and relevant. Fulfilling the needs of marketers, the system provides an unprecedented real-time ROI measurement tool for print and outdoor advertising that is currently available only for online advertising.” Thomas Pramotedham, Chief Marketing Officer for **AdTag™** said.

The “Find the Missing **AdTag™**” campaign has been launched to build public awareness and interest. It has been an overwhelming success in sparking consumers’ participation in spotting the AdTags prior to the official launch in the latter part of August. **AdTag™** will start appearing in all media in Singapore very soon followed by Hong Kong, Australia and several key countries in Asia Pacific and Europe.

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For more information, please feel free to contact:

AdTag™

Thomas Pramotedham

Chief Marketing Officer

DID: +65 6341 9119

Email: thomas.p@adtag.info

Eng Xin Hui

Marketing Manager

DID: +65 6341 9119

Email: xinhui.eng@adtag.info