



Lynne Kraselsky Promoted to Vice President, Ad Sales, Reactrix Systems, Inc.

Reactrix Announces New, Expanded Role for Key Sales Executive and Appointment of Two New Ad Sales Account Directors Peter Farley and Sal Tofano

REDWOOD CITY, Calif., April 14, 2008-- Reactrix Systems, Inc., a leading interactive media company, announced the promotion of Lynne Kraselsky to Vice President of Ad Sales. Based in New York, Kraselsky joined Reactrix in 2006 as Director of Ad Sales for the East Coast. In her new role, she will be responsible for generating advertising revenue, fostering relationships with the company's A-list clients and managing the NY Ad Sales Team.

"Lynne brings an extraordinary breadth of experience to her new position, having worked for more than 20 years with global brands and clients," Reactrix President Sue Danaher said. "Given her impressive management of accounts such as Coca-Cola, Wachovia, Nickelodeon, General Mills, and AT&T since joining Reactrix two years ago, there is no question that Lynne will play an essential role in expanding our network even further, especially with the launch of the WAVEscape™ Media Network in Hilton Hotels later this year."

Today Reactrix also announces the hiring of two new Account Directors, ad sales veterans Peter Farley and Sal Tofano. Both Farley and Tofano will be reporting to Kraselsky in the NY office.

Prior to joining Reactrix, Kraselsky served as Vice President, Corporate Partnerships for the XPrize Foundation, a premier not-for-profit prize institute, developing and managing multi-million prize partnerships, and as Vice President, Sales and Corporate Partnerships for Wannado Entertainment, launching the award-winning \$50 million start-up, Wannado City, America's first intellectually based role-playing theme park for kids in Fort Lauderdale.

From 1987 until 2001, Kraselsky rose through the ranks from Account Executive to Vice President at Time Warner, in its U.S. offices as well as launching CNN International's Asia-Pacific office in Hong Kong and the Southern European, Israel, Middle East and African region from CNN's London office, where she spearheaded corporate sales and marketing initiatives, launched sales platforms for in-language CNN network brand extensions and created long term sales and integrated partnerships with multi-national clients such as IBM, GM, Heineken, Adidas and Mattel. Kraselsky is a graduate of American University.

Farley joins Reactrix from American Media Inc. where he was Director of Advertising. There he generated new business from Gillette, Unilever (Axe), Sony, Castrol and Mini for a newly-launched automotive magazine. He previously worked at E.W. Scripps Fine Living Network, CNBC, Time Inc., Hachette Filipacchi's Car and Driver Magazine and Conde Nast Publications Vanity Fair. He is a graduate of Susquehanna University.

Prior to joining Reactrix, Tofano served as Vice President of Sales and Marketing for Televersemedia, where he spearhead sales, marketing and content development across emerging and multiple media platforms. Previously, he worked for Disney and ESPN Networks where he was responsible for cross platform deals with clients including DirecTV, Volvo and Adidas. He has also worked for Cox Media and Fox Sports NET. He is a graduate of Pace University.



“It is great to have Sal and Peter join the Reactrix Media Network Sales Team,” said Kraselsky.” They have such a diverse background in print, TV and new media sales that they will be perfectly suited to develop key partnerships for our high engagement digital media network.”

This promotion and the new hire announcements are reflective of Reactrix’ commitment to build and maintain a strong and dynamic management team across its unique portfolio of businesses. Reactrix is rolling out its highly anticipated WAVEscape™ technology, which debuted at CES 2008 at Hilton Hotels in the third quarter of 2008. It is also expanding its successful STEPscape™ product, which is currently deployed in more than 186 malls and theaters in the top 30 markets through a just-signed distribution deal with National CineMedia (NCM) to launch both the STEPscape and WAVEscape Media Networks in its network of more than 1,200 AMC Entertainment Inc., Cinemark USA, Inc., Regal Entertainment Group and other network affiliate movie theatres.

About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining displays that respond to the physical movements of the audience and was created in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction with current media today. The Reactrix STEPscape Media Network delivers millions of impressions monthly in more than 186 malls and movie theaters in the top 30 DMAs. Reactrix WAVEscape is the newest product delivering “Wii-like” functionality in a digital signage experience. Reactrix “A-list” advertisers span a diverse range of leading brands including Coca-Cola, Sony Pictures, Subway, Mars, Hilton, AT&T, Wachovia, Universal Studios, Visa, Paramount Pictures, and eBay among many others.

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