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**Reactrix Systems, Inc. Names New Senior Vice President of Sales Development and Operations**

*Former Initiative Managing Director and Insights & Solutions LLC. CEO Jim Bell to Help Fuel Expansion of the Reactrix Media Network*

Redwood City, Calif. - December 3, 2007 - Reactrix Systems, Inc., a leading interactive media company, today announced the appointment of Jim Bell as Senior Vice President, Sales Development and Operations. A seasoned veteran of the media industry, Bell brings more than three decades of consulting, advertising, media planning, branding and sales expertise to his new role. His experience working with Fortune 500 brands across a variety of media will be invaluable in guiding the rapid growth of the Reactrix Media Network.

“Jim’s experience in helping marketers navigate the confusing and complex process of channel planning, buying and engagement will be instrumental as we continue to shape the next generation of digital media,” said Reactrix President Sue Danaher. “With television viewership and effectiveness declining, marketers are looking for new ways to engage consumers. Jim’s extensive knowledge will put us ahead of the curve as we continue to expand our networks.”

“Advertisers are increasingly demanding new approaches to reaching, connecting and establishing meaningful relationships with new and existing customers,” said Bell. “Reactrix is answering their call by creating a unique and compelling media experience that immediately engages the consumer and, as a result, delivers superior ad metrics such as recall and purchase intent, as compared to other media formats. The Reactrix experience is a great solution in today’s media marketplace and is revolutionizing the industry as we know it.”



Jim Bell joins Reactrix from Insight and Solutions, Inc. where he most recently served as President and CEO. There he worked with a broad range of media properties including publishing, broadband, television, VOD, digital signage and film to identify, connect, involve and engage audiences in a manner conducive to marketers needs. Prior to forming Insight and Solutions in 2003, Jim was Managing Director, Initiative Media North America (a unit of Interpublic) where he developed Initiative 1-2-1 to address the increased emphasis on digital and ROI media. Prior to his appointment at Initiative Media North America, Jim Bell held numerous senior management positions at top tier agencies including, MediaCom Worldwide, a unit of Grey Global, Media Connections and Grey Entertainment.

#### About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining branding displays that respond to the physical movements of the audience. Reactrix was founded in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction and engagement with current media today. The Reactrix Media Network delivers more than 90 million impressions monthly in more than 175 malls and movie theaters in the top 30 DMA's. Reactrix "A-list" advertisers span a diverse range of leading brands including Coca-Cola, Clorox, Hilton, CBS, Sprint, Universal Studios, Visa, Wells Fargo, and eBay among many others. Reactrix is headquartered in Redwood City, California, with branch offices in New York City, Los Angeles, and Chicago.

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