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Media Contact:
Martha Shaughnessy
Atomic Public Relations
415.402.0230
martha@atomicpr.com

Reactrix Systems, Inc. Names New President

Former MTV Executive and Cable Pioneer Sue Danaher Poised to Grow Reactrix Network

Redwood City, Calif. – May 14, 2007 – Reactrix Systems, Inc., the leading interactive out-of-home advertising and entertainment media company, today announced the appointment of Sue Danaher as President. A seasoned veteran of the media industry, Danaher brings more than two decades of branding, research, planning, marketing and sales expertise to her new role. Her experience with blue chip brands across diverse markets will be invaluable in guiding the rapid growth of the Reactrix Media Network.

“Sue was integral in establishing cable networks as viable channels for the distribution of advertising, and her expertise will be instrumental as we continue to shape the next generation of large scale, interactive out-of-home media,” said Reactrix Chairman and CEO Mike Ribero. “With television viewership declining, and online media approaching saturation in key areas, marketers are looking for new ways to engage consumers. Our technology-driven network provides a platform for consumers to interact with featured bands, and each other, something at which Sue has excelled in leading other media networks.”

Reactrix is revolutionizing out-of-home advertising with a new, compelling and very fun way for consumers to physically interact with brands,” said Danaher. “With off-the-charts effectiveness in quickly building brand recognition and recall compared to traditional and even new media formats, the larger-than-life Reactrix experience and national advertising network fill a big gap in today’s media marketplace.”

Sue Danaher joins Reactrix from MTV Networks, Inc. where she most recently served as Executive Vice President, General Manager, Advertising Sales. There she managed five national teams, totaling 170 people, located in New York, Chicago, Detroit and Los Angeles. The media entities under her purview included Nickelodeon, Noggin/The N, TV Land and Spike TV, in both offline and online formats. At MTVN, Danaher produced a cross-network negotiation strategy that helped significantly build the value of the entire family of cable brands.



Prior to joining MTV in 1993, Ms. Danaher spent over seven years at Turner Broadcasting Services. During her tenure at Turner--where she oversaw TBS, TNT and Cartoon Network in the Western region--her sales team was ranked #1 by the client and agency community among the 21 networks evaluated by the Meyers Annual Survey. On the network side, she started her career at Superstation TBS and USA Network. Before moving to the cable industry, Danaher worked on the opposite side of the desk as Media Planner, Director and Media Research Analyst.

Sue Danaher's appointment to the Reactrix team comes on the heels of a record-setting \$45 million round of funding in the alternative media space. The combined buy-in from the financial and media worlds follows a highly successful year for Reactrix, which included the expansion of its network to 175 malls and theaters in more than 20 top DMAs as well as advertising placements by numerous major brands, including AOL, Clorox, Coca-Cola, DaimlerChrysler, DirecTV, Hilton, Sprint, and Visa.

"The funding was the first step toward expanding the successful Reactrix Network in the U.S. and abroad," said Reactrix Founder and Chief Scientist Matt Bell. "The addition of Sue to our management team will help ensure even more major advertisers enjoy the benefits of engaging consumers in a more visceral and memorable way."

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.

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