



MEDIA ALERT

WACHOVIA BANKS ON INTERACTIVE RE-BRANDING; LAUNCHES CREATIVE CAMPAIGN WITH REACTRIX IN THE HEART OF SAN FRANCISCO'S FINANCIAL DISTRICT

Leading interactive ad network creates consumer campaign to announce World Savings Bank's name change to Wachovia

Who: Reactrix Systems Inc, a leading interactive out-of-home media network partnered with Wachovia to introduce an interactive consumer campaign to creatively announce the World Savings Bank's name change under the Wachovia banner. Placed in the center of San Francisco's busy Embarcadero BART Station, the campaign is drawing thousands of viewers daily.

Reactrix encourages people to engage and interact with the Wachovia brand. Through its revolutionary spatial computing and motion sensing technology, when a person steps on or motions over a Wachovia logo, clouds part and water ripples to announce the new brand. The idea behind the campaign is to capture the same fun, friendly and intriguing experience Wachovia customers have enjoyed for years and to further highlight why Wachovia has been voted #1 in customer satisfaction for six years in a row.

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 100 million impressions monthly in more than 182 malls and movie theaters in 30 major markets. 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.

Who: Thousands of consumers, financial professionals and bank goers engaging in Reactrix's interactive and effective Wachovia ad as they pass through the heavily populated Embarcadero BART Center.

When: The ad will launch on Friday, November 9th, 2007 and will remain in the heavily populated Embarcadero BART station through January 6, 2008.

Visuals: Downtown professionals, families, bankers having fun engaging with Wachovia's interactive ad

- Shots of the revolutionary interactive campaign in motion, including:
- Clouds that part and water that ripples as consumers engage with the spot
- Wachovia symbols that indicate a new bank location
- Messaging that reads "World Savings Bank is now Wachovia"
- Multiple touch points including awards appearing at the lower left part of the screens showcasing Wachovia's customer satisfaction awards from 2001-2006.
- Messaging that reads "#1 in customer satisfaction for 6 years in a row"

Where: Embarcadero Center BART Station
San Francisco, CA

Contact: For questions or to set up live on-site photo shoots, please contact:
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