

REACTRIX MEDIA PARTNERS WITH MCDONALD'S® TO HELP CELEBRATE 50th ANNIVERSARY

*-- Reactrix creates unique, fun "interactive tables" for dine-in
McDonald's customers at the new 50th anniversary restaurant --*

San Carlos, CA – May 5, 2005 – Reactrix Media Systems, a developer of a pioneering, interactive in-store media, deployed three of its projectable media systems in the newly-opened McDonald's 50th anniversary restaurant located in downtown Chicago. The interactive tabletop displays react in real-time to people's movement, creating an exciting opportunity for McDonald's customers to have fun and connect with each other as they enjoy a meal.

"Reactrix draws people in like a magnet because they've really never seen any other medium like it," said Mike Ribero, CEO, Reactrix. "McDonald's is a perfect example of how Reactrix creates a fun experience for customers and gives them a reason to come back to visit with their friends."

McDonald's is one of many well-known brands that have recently incorporated Reactrix into their venues. In the last six months Reactrix has launched new pilot network media programs with Sam Goody, Media Play and AMC Theaters. Additionally, the company appeared with AOL at the Super Bowl and played a "starring" role with AOL during the 77th Annual Academy Awards™ ceremony in February.

Reactrix' breakthrough visioning technology actually "sees" and responds to consumers movements as they interact with the programmed media content. Companies can create an immersive experience and deliver the entertaining interactive content via network to major retail, mall and entertainment venues.

Using Reactrix technology, advertisers can buy "spots" on the Reactrix network, and projects branded interactive media that responds to people's motions and gestures instantly with dramatic visual effects and game play, allowing retailers to bring static surfaces like floors and walls to life. For example, people can play together in real-time with virtual soccer balls or break dance across a responsive swirl of watery ripples.

"The McDonald's 50th Anniversary restaurant is one of a kind, and truly reflects both the past and the future," said Dan Wohlfeil, Director of Worldwide Architecture. "The Reactrix tables are a great way to showcase McDonald's sense of fun, opportunity and commitment to our customers – it's all about creating a great, unique dining experience."

"It's amazing to watch people discover Reactrix," said Heidi Roizen, Managing Director, Mobius Ventures, an investor in Reactrix. "I've watched the response over and over, in many different settings, and it's always the same. People just lose themselves in the fun of it, and when they walk away, they are walking away smiling. And most importantly, they often bring back friends and family who've never experienced Reactrix before, which adds incredible value for both the retail locations and advertisers seeking to build brand buzz."



About Reactrix Media Systems, Inc.

Reactrix Systems, Inc. develops and markets innovative interactive media solutions for advertising, retail, event, trade show and entertainment applications. Combining digital image projection and visioning technologies, the company's proprietary system projects vivid, interactive branded images that instantly respond to people who walk by or gesture over the display area, creating an "immersive" media experience that makes floors, walls and tabletops "come alive."

The company is headquartered in San Carlos, California. For more information, visit www.reactrix.com.



About McDonald's

McDonald's is the leading restaurant brand with more than 30,000 local restaurants serving nearly 50 million customers in more than 119 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

Media Contact:

Annie Longsworth
Cohn & Wolfe for Reactrix
415-365-8521 direct
annie_longsworth@cohnwolfe.com

###

