



Media Contacts: **Mark Lowe**
PRagmatic Communications

for iGotcha Media
(514) 499-9632
mark.lowe@pragcom.com

Greg Adelstein
President

iGotcha Media
(514) 667-5924
greg.adelstein@i-gotcha.com

Kerrey J. Kerr
Manager, National Product &
Marketing Communications
DaimlerChrysler Canada
(519) 973-2869
kjk12@daimlerchrysler.com

DAIMLERCHRYSLER CANADA SELECTS iGOTCHA MEDIA TO PROMOTE THE ALL-NEW DODGE CALIBER

Digital signage and online advertising campaign targets 18 to 34 year-olds

MONTREAL, August 16, 2006 – iGotcha Media, providers of WebPads – wireless hardware devices that offer complimentary Internet access, today announced that DaimlerChrysler Canada is using iGotcha WebPads to promote the all-new 2007 Dodge Caliber (see ‘Visual’ below).

The iGotcha WebPad is a wireless tablet that enables users to surf the Web free of charge with a pen-like stylus and a standard Web browser interface. iGotcha WebPads display a rotation of full-screen 15-second commercials while in stationary/recharging position (typically in high visibility locations within the hotspot) and banner ads when hand-held by users.

Through the iGotcha Network of 140 WebPads in 45 cafés, restaurants and other locations in and around Montreal (see ‘The iGotcha Network’ below), DaimlerChrysler Canada obtains highly-targeted access to 18 to 34 year-olds – the primary demographic target for the Dodge Caliber, a new slant on the global compact car market, with a starting Manufacturer’s Suggested Retail Price (MSRP) of \$15,995.

“We are very pleased with the results of our online advertising campaign with iGotcha Media,” said Judy Wheeler, Vice President, Marketing, DaimlerChrysler Canada. “iGotcha WebPads are an innovative medium that provides direct access to young adults, who are increasingly difficult to reach with traditional advertising,” Ms. Wheeler added.

“We are delighted to be working with DaimlerChrysler Canada, one of the largest advertisers in the country, and its advertising agency BBDO,” said Michael Terni, Executive Vice President, iGotcha Media. “Since this campaign began in mid-May, we have generated more than one million banner impressions promoting the Dodge Caliber. Furthermore, these impressions have had a click-through rate of 0.7% – nearly twice the average for online advertising. We look forward to building a long-term relationship with DaimlerChrysler Canada and BBDO,” Mr. Terni concluded.

About iGotcha WebPads

The iGotcha WebPad is a stand-alone 11 x 9 inch (28 x 22 cm) hardware device that resembles a flat screen computer monitor. Weighing just 2.5 lbs (1.1 kg), WebPads offer wireless Internet access within a defined WiFi hotspot.

About iGotcha Media

iGotcha Media provides innovative WebPads – wireless hardware devices that offer complimentary Internet access to users, competitive advantage to hotspot owners and a new dynamic medium for advertisers. Founded in 2005, iGotcha Media is headquartered in Montreal, Canada. For more information, please visit www.igotchamedia.com, call (514) 667-5924, or write info@i-gotcha.com.

Visual



The iGotcha WebPad (photo: iGotcha Media)

The iGotcha Network

Cafés and Restaurants

- | | |
|----------------------|-----------------------|
| 1) Bistro Rhum Café | 210 Laurier E. |
| 2) Boccacinos | 3575 Ave. du Parc |
| 3) Booster Juice | 914 Sherbrooke O. |
| 4) Brulerie St-Denis | 957 Mt. Royal E. |
| 5) Café Noir | 420 Blvd. Crémazie E. |
| 6) Café République | 1051 Bernard O. |
| 7) Café République | 1200 Peel |
| 8) Café Vienne | 405 Sherbrooke E. |
| 9) Chez Cora | 5940 Cote-des-Neiges |
| 10) Ciné Express | 1926 Ste-Catherine O. |

11) Colour Café	5555 Cote-des-Neiges
12) Le Commensal	5199 Cote-des-Neiges
13) Delli 500	3575 Ave. du Parc
14) Arahova	480 St-Laurent
15) Double Dose	3425 St-Denis
16) JavaU	4775 Jean-Talon
17) JavaU	4065 St-Denis
18) Kafein	1429 Bishop
19) Kilo Café	1495 Ste-Catherine E.
20) Les Folies De Montreal	701 Mt. Royal E.
21) Luquid Nutrition	1420 Drummond
22) Pasta and Basta	896 Sherbrooke O.
23) Petite Planete	1800 Centre
24) Pizzedelic	5153 Cote-des-Neiges
25) Presse Café	1750 St-Denis
26) Boustan	2020-A Crescent
27) Segafredo	966 Ste-Catherine O.
28) Shaika Café	5526 Sherbrooke O.
29) Sound Bites	407 McGill
30) Tentations Gourmets	3537 Queen Mary
31) The Pharon Lounge	139 St-Paul O.
32) Café Vienne	2155 Guy
33) Café Vienne	800 St. Catherine E.
34) Yoy Sushi Bar	4526 St-Denis
35) Zanetti	77 Shamrock
36) Second Cup	2200 McGill College
Other Locations	
37) Cegep Granby	235 St-Jacques, Granby, QC
38) Concordia University	1455 De Maisonneuve O.
39) Stile Coiffure	6900 Decarie
40) Ermitage du Lac	Mont-Tremblant, QC
41) Westin Resort & Spa	Mont-Tremblant, QC
42) Fit For Life	7503 St-Laurent
43) Mansfield Club	1230 Mansfield
44) Siscoe Solutions	4052 Jean-Talon
45) Siscoe Solutions	5505 Cote St-Luc