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IGOTCHA MEDIA INTRODUCES ITS WEBPADS IN MORE THAN 30 MONTREAL CAFÉS AND RESTAURANTS

WebPads offer complimentary Internet access for users, competitive advantage for café and restaurant owners, and a new dynamic medium for advertisers

MONTREAL, Oct. 25, 2005 – iGotcha Media, providers of WebPads – wireless hardware devices that offer complimentary Internet access, today announced the official launch of its service in more than 30 Montreal cafés and restaurants. (For a complete list, please see ‘WebPad Locations’ below.)

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 g), WebPads offer wireless Internet access within a defined WiFi hotspot. Users are free to surf the Web using a pen-like stylus and a standard Web browser interface. (Please see ‘Product Visual’ below.)

“iGotcha WebPads provide free Internet access to café and restaurant patrons,” said Greg Adelstein, President, iGotcha Media. “But unlike conventional WiFi hotspots, individuals are not obliged to carry around their own computers. Hassle-free complimentary Internet access enhances the enjoyment of a good coffee or meal as much – and probably more – than the traditional daily newspaper!” Mr. Adelstein added.

“Café and restaurant owners operate within a very competitive environment,” said Leo Moon, Owner of the *Brulerie St-Denis* located at 957 Mt-Royal E. “Discriminating consumers are looking for much more than good service! To stay competitive, we must offer a complete experience. The WiFi hotspot turned Internet access into a consumer expectation. But, until now, access was limited to laptop owners. iGotcha WebPads create competitive advantage for café and restaurant owners by extending Internet access to all patrons,” Mr. Moon added.

“The increasing fragmentation of media presents major challenges to advertisers,” said Gregor Angus, EVP, Cossette Communication Group. “Selecting the optimal medium is no longer an obvious choice. The key demographic – 18 to 34 year-olds – that advertisers target is increasingly mobile and more difficult to reach than ever. iGotcha

WebPads present a unique advertising opportunity for two reasons. First, the consumer perceives free Internet access as added value. Second, people go to cafés to relax. Rarely are advertisers able to communicate with people in such a positive and distraction-free environment,” Mr. Angus added.

About iGotcha Media

iGotcha Media provides innovative WebPads – wireless hardware devices that offer complimentary Internet access to users, competitive advantage to the hospitality industry and a new dynamic medium for advertisers. The unique iGotcha Media WebPad is based on proprietary software and hardware from Hitachi. Founded in 2005, iGotcha Media is headquartered in Montreal, Canada. For more information, please visit www.igotchamedia.com, call (514) 667-5923, or write info@i-gotcha.com.

WebPad Locations in Montreal

Cafés and Restaurants	Address	Cafés and Restaurants	Address
1) Java U	11680 de Salaberry	19) Pizzedelic	5153 Cote-des-Neiges
2) Java U	4065 St-Denis	20) Kilo Café	1495 St Catherine E.
3) Java U	4914 Sherbrooke W.	21) Tentations Gourmets	3537 Queen Mary
4) Café Café	3685 St-Laurent	22) Yoy Sushi Bar	4526 St-Denis
5) EZ Café	1631 St. Catherine W.	23) Cine Express	1926 St-Catherine W.
6) Javajoz	4775 Jean-Talon E.	24) Arahova	480 St-Laurent
7) Kafien	1429 Bishop	25) Boccacinos	3575 Park Ave.
8) Brulerie St Denis	957 Mont Royal E.	26) Le Commensal	5199 Cote-des-Neiges
9) Presse Café	1750 St-Denis	27) Pasta & Basta	896 Sherbrooke W.
10) Café Vienne	405 Sherbrooke E.	28) Boustan	2020 A Crescent
11) Café Vienne	1446 St-Catherine W.	29) Cine Express	1926 St-Catherine W.
12) Café Vienne	800 St-Catherine E.	30) Bistro Rhum Café	210 Laurier E.
13) Café Vienne	2153 Guy	31) Shaika Café	5226 Sherbrooke W.
14) Couleur Café	5555 Cote-des-Neiges	32) Zanetti	77 Shamrock
15) Café Republique	1051 Bernard	33) Carissima	222 Mont Royal E.
16) Deli 500	500 Sherbrooke W.	34) Café Republique	1200 Peel
17) Liquid Nutrition	1420 Drummond	Other Destinations	Address
18) Pharon Lounge/Le Petit Moulinsart	139 St Paul W.	35) Stile	6900 Décarie

Product Visual



The iGotcha Media WebPad (Photo: iGotcha Media)