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ALLIANCE ATLANTIS VIVAFILM SELECTS iGOTCHA MEDIA TO PROMOTE LAUNCH OF *THE MATADOR*, STARRING PIERCE BROSNAN

Online contest for 50 free passes to English and French Montreal premieres

MONTREAL, Jan. 12, 2006 – iGotcha Media, providers of WebPads – wireless hardware devices that offer complimentary Internet access, today announced that Alliance Atlantis Vivafilm will use iGotcha WebPads to promote the launch of *The Matador* in Montreal.

Through the iGotcha Network of about 120 WebPads in 40 cafés, restaurants and health clubs in Montreal (see 'The iGotcha Network' below), users will be eligible to win free passes to the English and French Montreal premieres of *The Matador* simply by inputting basic contact information. Additionally, users will be able to watch full-motion clips of *The Matador* on iGotcha WebPads. Contest entries are limited to one per person. Premieres will be held on Thursday, January 19th at a location and time to be announced.

"We are very pleased to be working with Alliance Atlantis Vivafilm," said Greg Adelstein, President, iGotcha Media. "Our WebPads offer a unique and highly-targeted medium for advertisers – access to mobile 18 to 34 year-olds – precisely the key audience sought by the movie business. We believe that the campaign to promote *The Matador* is an excellent example of leveraging our services for maximum promotional impact and look forward to collaborating with Alliance Atlantis Vivafilm again soon," Mr. Adelstein added.

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 (see 'Visual' below). Users are free to surf the Web using 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 next to cash check-out or in other high visibility locations within the hotspot) and banner ads when hand-held by users.

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.

The iGotcha Network

- | | | |
|-----|----------------------|------------------------|
| 1) | Café Vienne | 405 Sherbrooke E. |
| 2) | Café Vienne | 1446 St-Catherine W. |
| 3) | Café Vienne | 800 St-Catherine E. |
| 4) | Café Vienne | 2155 Guy |
| 5) | Café République | 1051 Bernard |
| 6) | Café République | 1200 Peel |
| 7) | Brulerie St Denis | 957 Mt. Royal E. |
| 8) | Café Imagination | 3625 St-Denis |
| 9) | Presse Café | 1750 St-Denis |
| 10) | Le Commensal | 5199 Cote-des-Neiges |
| 11) | Booster Juice | 914 Sherbrooke W. |
| 12) | Pizzedelic | 5153 Cote-des-Neiges |
| 13) | Boccacino's | 3575 du Parc |
| 14) | Café Kilo | 1495 St-Catherine E. |
| 15) | Sound Bites | 407 McGill |
| 16) | Java Joz | 4775 Jean-Talon |
| 17) | Kafien | 1429 Bishop |
| 18) | Couleur Café | 5555 Cote-des-Neiges |
| 19) | Pasta & Basta | 896 Sherbrooke W. |
| 20) | Deli 500 | 500 Sherbrooke W. |
| 21) | Boustan | 2020-A Crescent |
| 22) | Liquid Nutrition | 1420 Drummond |
| 23) | Pharon Lounge | 139 St Paul W. |
| 24) | Arahova | 480 St-Laurent |
| 25) | Tentations Gourmet | 3537 Queen Mary |
| 26) | Yoy Café/ Sushi | 4526 St-Denis |
| 27) | Cine Express | 1926 St-Catherine W. |
| 28) | Bistro Rhum Café | 210 Laurier E. |
| 29) | Shaika Café | 5226 Sherbrooke W. |
| 30) | Zanetti | 77 Shamrock |
| 31) | Les Folies de MTL | 701 Mt-Royal E. |
| 32) | Concordia University | 1455 de Maisonneuve W. |
| 33) | Java U | 11680 de Salaberry |
| 34) | Java U | 4056 St-Denis |
| 35) | Java U | 4914 Sherbrooke W. |
| 36) | Stile | 6900 Decarie |
| 37) | Fit For Life | 7503 St-Laurent |
| 38) | Siscoe Systems | 5505 Cote St Luc |
| 39) | Siscoe Solutions | 4052 Jean Talon W. |
| 40) | The Mansfield Club | 1230 Mansfield |
| 41) | Segafredo Café | 966 St-Catherine W. |

Visual



The iGotcha WebPad (photo: iGotcha Media)