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**CACCIA FASHIONS – EXCLUSIVE CANADIAN LICENSEE OF MARC ECKO
ENTERPRISE BRANDS – SELECTS iGOTCHA MEDIA TO MANAGE
IN-STORE DIGITAL SIGNAGE CAMPAIGN**

*EckoTV's Canadian launch at Athlete's World 23rd Street
in Toronto's Yorkdale Shopping Centre*

MONTREAL, September 19, 2006 – iGotcha Media, providers of innovative digital signage solutions, today announced that Caccia Fashions, the exclusive licensee of Marc Ecko Enterprise Brands (Ecko Unltd., G Unit, Marc Ecko Cut and Sew, Avirex and Zoo York) in Canada, has selected iGotcha Media to manage its EckoTV digital signage campaign across the country (see 'Visuals' below).

Launched late last month at Athlete's World 23rd Street in the Yorkdale Shopping Centre in Toronto, EckoTV airs on four 42-inch LCD screens positioned at key locations in the Ecko Unltd. boutique. EckoTV airs product information on the Ecko Unltd. product line and entertainment, including music videos.

This unique digital signage marketing campaign enhances the shopping experience by informing and entertaining consumers, while providing competitive differentiation for Ecko Unltd. and Athlete's World 23rd Street.

"iGotcha's digital signage is an innovative and cost-effective medium that provides direct access to prospective buyers on the shop floor," said Brian Berenson, Brand Director, Caccia Fashions. "Previously, it was impossible to target the consumer at the point-of-purchase (POP) with such impact. iGotcha's digital signage informs and entertains while enhancing the shopping experience and highlighting our brand on an emotional level within a very competitive environment," Mr. Berenson added.

"Using iGotcha's digital signage, clients benefit from the ability to update content quickly from a centralized location over the Web and remote monitoring provides the piece-of-mind of knowing that systems are operating as per expectations," said Greg Adelstein, President, iGotcha Media. "As advertising budgets migrate from TV and newspapers to more innovative media, iGotcha is uniquely positioned to help clients reach their customers at the POP with increased impact. We look forward to expanding our digital signage network in the weeks ahead," Mr. Adelstein concluded.

About iGotcha Media

iGotcha Media provides innovative digital signage solutions in addition to operating the iGotcha network of WebPads – wireless hardware devices that offer complimentary Internet access. 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.

Visuals



EckoTV at Athlete's World 23rd Street in The Yorkdale Shopping Centre (photo: iGotcha Media)



EckoTV at Athlete's World 23rd Street in The Yorkdale Shopping Centre (photo: iGotcha Media)