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IGOTCHA MEDIA LAUNCHES CANADA'S FIRST INTERACTIVE STORE WINDOW DISPLAY

Garage's flagship Montreal store redefines window shopping

MONTREAL, August 7, 2007 – iGotcha Media, providers of turn-key interactive digital signage solutions, today announced the launch of the first interactive window display in Canada at Garage's flagship Montreal store, located at the corner of Peel and St-Catherine streets. Garage is the ultimate shopping destination for fashion-savvy girls across Canada.

Accessible 24/7, the Garage interactive window completely redefines window shopping. This is the first time in Canadian retail that an interactive display has been accessible from the street through an exterior window.

The Garage interactive display consists of a 60-inch image that is projected onto an interactive touch foil affixed to the inside of the window (see "Visual" below). This advanced foil provides a touch screen interface and makes the application responsive to touch from the outside. The results are visually impressive, with high resolution providing crisp images and fluid motion. Upon touching the screen, a menu of interactive options allows the user to access detailed product information, log onto the Garage Web site and contribute to message board discussion groups. When not in use, promotional videos and fashion photos are displayed. With a viewing angle near 180 degrees, passers-by are exposed to an innovative and dynamic medium that is far more captivating than traditional static signage.

"We are delighted to be showcasing iGotcha's interactive touch screen at our flagship Montreal store," said Anna Martini, President, Groupe Dynamite. "As a retailer catering to teenagers and young women, we believe that this state of the art medium is ideally suited to our market. Our clientele is incredibly active online and we believe that they will respond very favourably to this innovative campaign because it is informative, technologically sophisticated and a lot of fun," Ms. Martini added.

"Interactive digital signage is uniquely effective at generating attention at the street level," said Greg Adelstein, President, iGotcha Media. "Using touch, the most intuitive interface available, makes the experience simple and pleasant. For shoppers, our

interactive touch screen allows people to browse 24/7. For retailers, dynamic digital signage is a very powerful competitive differentiator that enables merchants to communicate directly with their customers. Digital signage increases customer loyalty, enables retailers to learn about customer habits and preferences and makes it easy to conduct market research through online participation. These are all benefits that traditional static advertising simply cannot deliver.”

“Furthermore, content may be managed remotely in real time, making it possible to change window displays with the click of a mouse. The application may also serve as a portal providing informative content such as news, weather and sports to the general public. Though this is the first application of its kind in Canada, we are convinced that numerous retailers will follow Garage’s lead because this medium is universally beneficial to merchants in all categories of retail,” Mr. Adelstein concluded.

About iGotcha Media

iGotcha Media develops interactive digital signage solutions for retail clients and operates the iGotcha Media Network of Hotspots. Founded in 2005, iGotcha Media is headquartered in Montreal. For more information, please visit www.igotchamedia.com, call (514) 667-5924, or write info@i-gotcha.com.

About Garage Stores

Garage is a division of Groupe Dynamite Inc., a private women’s apparel company with more than 240 stores across Canada. For more information, please visit www.garage.ca

Visual



iGotcha’s interactive touch screen display at Garage’s flagship Montreal store, 1111 St-Catherine St. W. (photo: iGotcha Media).