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ROOTS FLAGSHIP STORE LAUNCHES INTERACTIVE WINDOW DISPLAY FROM iGOTCHA MEDIA

Innovative window display a key component of Roots' carbon credit initiative

TORONTO and MONTREAL, Sept. 18, 2007 – iGotcha Media, providers of turn-key interactive digital signage solutions, today announced the launch of Toronto's first interactive window display at Roots 100 Bloor St. West, an unofficial celebrity hangout during the 32nd Toronto International Film Festival. Established in 1973, Roots is Canada's leading lifestyle brand. Real World Communications will manage the installation and maintenance of the Roots application.

Accessible 24/7 from the sidewalk, the Roots interactive window display redefines window shopping by enabling people to browse and shop regardless of business hours. The interactive window display is also a key component of the environmental initiatives that Roots is currently undertaking. In order to encourage Roots customers to join the "Roots Insider" email list, Roots is working with Zerofootprint to carbon offset each new subscription with a credit equal to driving a car a distance of 50 km.

"The interactive touch screen is an excellent platform to help promote the launch of our new carbon credit initiative because it is an entirely paperless way to bring our Roots.com promotion to one of our stores," says James Connell, Director, eCommerce, Digital Marketing & New Media at Roots. "This will also help participants reduce their own footprint. For every person who takes advantage of this offer, Roots will thank them by offsetting the equivalent amount of carbon dioxide that would be emitted by driving 50 km, the average distance shoppers drive to get to one of our stores. This will make their next shopping trip carbon neutral. These emissions will be balanced out with ISO certified reforestation credits offered through Zerofootprint's offsetting program".

The Roots interactive window display consists of a 60-inch image projected onto an interactive touch foil affixed to the inside of a 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 window, the user accesses a menu of interactive options. When not in use, promotional video content is displayed. Passers-by are exposed to an innovative and dynamic medium that is far more captivating than traditional static signage.

"We are very pleased to be launching iGotcha's interactive touch screen at our flagship store," said Michael Budman, Roots Co-founder. "As a retailer who is always looking to

enhance the in-store experience for all our consumers, we recognize the importance of technology. The majority of our customers are very active online and we believe that they will appreciate this new medium.”

“The Roots interactive window display allows people to browse, shop and learn about offsetting their carbon footprint,” said Greg Adelstein, President, iGotcha Media. “Our interactive digital signage solutions engage prospective customers and passers-by, and are uniquely effective at generating attention at the street level. It’s a direct form of interactive communication that traditional marketing simply cannot replicate. Furthermore, we are delighted to be part of an initiative that delivers tangible environmental benefits.”

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 Roots

Established in 1973 as a natural footwear company, Roots is Canada’s leading lifestyle brand known around the world for its wide range of quality leather goods, clothing and accessories. Starting as a tiny store in Toronto selling the Roots Negative Heel Shoe, Roots now has more than 125 stores in Canada and the United States along with 35 locations in Asia. In addition, Roots has a state-of-the art leather goods factory and design centre in Toronto. For more information, visit www.roots.com.

About Zerofootprint

Zerofootprint is an innovative environmental not-for-profit that works with organizations and individuals to reduce carbon footprints by providing blue trip carbon offsets, footprint measurement tools, content and other products and services. Visit www.zerofootprint.net to calculate your personal footprint. For more information, call Deborah Kaplan at (416) 365-7557.

Visual



iGotcha interactive window display at Roots, 100 Bloor St. W. (Photo: iGotcha Media)