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bCODE Launches World's Largest Mobile Couponing Redemption Network

Through collaboration with Screenvision and Sprint, bCODE mobile couponing to 500 theaters with plans to expand to 900 theaters nationwide in 2010

(SAN FRANCISCO, CA – October 28, 2009) – bCODE (www.bCODE.com), leading provider of mobile wallet scanning platforms, announces today an exclusive theater collaboration with Screenvision (www.screenvision.com), a leading innovator in cinema and advertising, and Sprint (www.Sprint.com) to create the world's largest mobile coupon redemption network. Through the use of bCODE's unique SMS-based secure scanning mobile wallet platform, which is compatible with more than three billion existing mobile devices, Sprint mobile customers can now receive special concession stand savings via mobile couponing in 500 participating movie theaters in Screenvision's nationwide network.

"bCODE is a scanning technology that works far better than competing technologies," said Michael Mak, Chief Executive Officer, bCODE. "We've solved the carrier hurdle and the device hurdle and now, through our partnership with Screenvision, we are able to provide this exclusive deal to Sprint customers. This cinema partnership featuring bCODE technology has created the world's largest mobile coupon redemption network. Our bCODE technology will be utilized by Screenvision and Sprint in 500 theaters today and we plan to expand the network to 900 theaters in early 2010."

Screenvision is partnering with bCODE to utilize the secure bCODE SMS-based mobile couponing scanning service exclusively at its theaters nationwide. Through this exclusive partnership utilizing bCODE's technology, Sprint mobile customers will now instantly receive mobile rewards coupons, such as coupons redeemable for concession discounts. This bCODE service in theaters is currently available in more than 50 DMAs across the country, including New York, Los Angeles, Chicago, Philadelphia, San Francisco, Atlanta, Washington, D.C., Houston and Dallas. In early 2010, more than 900 theaters will have bCODE service available.



The bCODE service consists of mobile coupon delivery and an interactive touch-screen mobile marketing device. A bCODE is a secure and encrypted text message (SMS) that can be scanned easily. The bCODE message is the result of a proprietary algorithm transmitted across technology that's standard in more than 99.7 percent of the world's mobile phones. Consumers receive bCODE text message incentives and offers on their mobile phone that they can then redeem at a MediaPlane. The MediaPlane is a sleek, interactive touch-screen mobile marketing device that reads the bCODE and provides digital content, offers and entertainment. The MediaPlane reliably scans bCODEs from mobile phones, redeems the coupon and prints their point-of-sale redemption ticket. The MediaPlane is available in a counter top version and a wall-mounted flat screen version, with a thin form factor and low-impact footprint.

"bCODE's technology has helped bring marketers new and innovative ways for moviegoers to connect with brands in a unique way," said Michael Chico, Executive Vice President, Sales and Marketing, Screenvision. "The moviegoing experience starts and ends in the lobby, and this new bCODE technology will truly provide marketers with another way to seamlessly integrate their brands into the moviegoing experience and help forge stronger connection to their brands. The bCODE partnership is another example of Screenvision's role as one of the most active innovation leaders in cinema advertising."

Screenvision has utilized the full theater environment, including signage and machine branding, to help Sprint, and future marketers, promote the bCODE and MediaPlane. On-screen spots in peak months and text message slides every month will also be utilized to help promote the offer.

Moviegoers with a Sprint phone can text message the keyword "Sprint" to "22633" (bCODE), which will be promoted throughout the theater. Those customers will instantly receive a bCODE text message on their phone and be able to scan and redeem that bCODE by holding their phone up to the MediaPlane. The MediaPlane will scan the bCODE from the consumer's phone and provide discount offers redeemable at the theater, such as concession discounts on candy, popcorn or soda. The user then selects a specific offer and the MediaPlane prints a barcode coupon that they can take to the concession stand. bCODE can also provide the ability to accumulate loyalty points and personalize their bCODE experience through digital



content downloads, where they'll be able to download their favorite music and trailers, games and even have social networking capabilities such as updating status and leaving comments in real-time.

“At Sprint, we are constantly compelling our partners to offer new and innovative ways to help consumers engage with the brand,” said Simon McPhillips, director of media, Sprint. “Cinema is a growth area for marketers and Screenvision's solution enables customers to have a richer experience with the Sprint brand in an enjoyable manner. Plus, Sprint customers are able to enjoy the benefits of the Now Network™ through the interactive bCODE MediaPlane, which are powered by Sprint.”

bCODE's text-messaging-only based system allows anyone with a text-enabled mobile device to instantly benefit from mobile offers, unlike other mobile marketing programs that require software downloads or carrier subscription services. Through bCODE's patented technology, the more than 3 billion mobile subscribers worldwide, including more than 200 million Americans, will now have access to mobile couponing, mobile ticketing and mobile payment platforms. The possibilities with bCODE service range from mobile couponing opportunities to ticketing at theaters to airports, conferences, concerts and more. For more information, visit www.bcode.com.

ABOUT bCODE

bCODE provides the world's most reliable mobile phone scanning technology for mobile coupon, mobile ticketing and mobile payment platforms. bCODE, is headquartered in San Francisco, C.A., with offices in San Diego, Sydney and Dubai. bCODE Inc. is the provider of the bCODE service, an independent out-of-home advertising network coupled with unique mobile, interactive and couponing capabilities that drive real-world revenue growth. Founded in 2004, customers include Sprint Nextel, Screenvision, IKEA, Harrah's, Ford, MasterCard, Adidas, Virgin Mobile, Carl's Jr, CeBIT, Singapore Airshow, Commonwealth Games, as well as developer partners across 20 nations. For more information, visit www.bcode.com.

ABOUT SCREENVISION

Headquartered in New York, N.Y., Screenvision is a national leader in cinema advertising, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services for its theatrical exhibitor partners. In the U.S., Screenvision's cinema advertising network is comprised of over 15,300 screens in more than 2,400 theatre locations across all 50 states and 93% of DMAs nationwide; delivering nearly half a billion consumer impressions annually through more than 150 theatrical circuits, including 17 of the top 25 exhibition companies. Screenvision is a joint venture between ITV plc (LSE: ITV), the UK's largest commercial television network, and Thomson (Euronext Paris: 18453; NYSE: TMS), a global supplier of technology, services, and systems to the media and entertainment industries. For more information: <http://www.screenvision.com>.

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