

Charter Digital Media Expands Relationship With RMS Networks



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Press Release Summary: Charter Digital Media Upgrades Digital Networks with rVue, RMS' Ad and Content Serving Technology

Press Release Body: New York, NY (July 1, 2008) – **Charter Digital Media (CDM)** the national sales management, marketing and consulting firm to digital media and out-of-home networks, has expanded its relationship with **RMS Networks, Inc.** by selecting **rVue, RMS' ad and content serving technology** for its out-of-home networks.

Currently, **CDM** represents national, regional and local digital media and private television networks for mass audiences, automotive retail, healthcare, sports entertainment facilities, shopping mall and in-store advertising. Prior to adopting **rVue**, **CDM** delivered and managed their client's advertising content via the Internet, satellite and DVDs. With approximately 50,000 screens in over 4,700 venues in locations like the NY Port Authority/Times Square, South Street Seaport, Casino Channel Network, OnTrack Network and thousands of retail outlets, CDM was searching for a technology that made managing their expanding network simple while bringing in revenue.

"We are fortunate to manage some of the most desirable digital signage networks in the country. Our clients deserve the finest options available, so our technology partners must be effective, reliable and offer us only best-in-class solutions," notes **Terence J. Kollman, President & CEO of Charter Digital Media**. *"RMS has been a leader in this space for years. rVue is the first solution that truly enabled us to easily manage networks while bringing in revenue. It was a natural decision to bring the most powerful innovation we could find to our clients."*

RMS Networks, Inc. has been the leading digital media and marketing agency for over 12 years. Earlier this year, the company launched its proprietary **rVue** application – a revolutionary solution that allows retailers or content managers to control in-store video programming with drag-and-drop ease. Selecting from thousands of product segments, advertisements, instructional videos and other content, programming then downloads via the Internet.

"Charter Digital Media manages some of the most visible outlets in the industry and needed a solution that was reliable, powerful, yet easy to manage," said **Jason Kates, Founder and CEO of RMS Networks, Inc.** *"CDM's outlets are high-traffic and very attractive to advertisers. With rVue, CDM now has the option of pulling in additional advertising revenue for its clients as well as driving sales through content messaging. It is a win-win for all."*

About Charter Digital Media: **Charter Digital Media** is a national sales and consulting organization serving the national, regional and local digital media and out-of-home networks for mass audiences, automotive retail, healthcare, sports entertainment facilities, shopping mall and other in-store advertising with representatives in New York, Chicago, Los Angeles and Miami. **CDM** represents these networks to advertisers and their advertising agencies, major buying groups, out-of-home buying services and promotional marketing agencies.

About RMS: **RMS** is the leading internet based, digital media and marketing agency that develops, manages and delivers the most relevant video advertising segments to millions of consumers daily. Through **rVue**, **RMS'** proprietary ad and content serving technology, high-traffic venues and consumers can access HD video content, create play lists and dramatically enhance the shopping experience. From its headquarters in Fort Lauderdale, Fla., **RMS** has served the nation's most respected and recognizable brands including AutoNation, Blockbuster, Subway, Accenture and Advance Auto Parts – all with a simple proposition: Where ROI meets awareness. That's **RMS**. Learn more at www.rmsnetworks.com and www.rvue.com.

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