



FOR IMMEDIATE RELEASE

I.C.G. Provides Los Angeles Kings with Wireless Digital Dasher Board Solution

October 30, 2008 – Lake Forest, CA – I.C.G., the leader in wireless digital signage solutions, today announced they have deployed a wireless digital dasher board for the Los Angeles Kings 2008-09 season at STAPLES Center, replacing a section of traditional steel and plastic dasher board that surrounds the playing surface.

"I am very excited to announce our selection by the Los Angeles Kings organization to provide them with a wireless digital dasher board solution built on our MobileMedia System™ and ViFi Adapter™ platform," said Kurtis Van Horn, President of I.C.G., Inc. "This solution not only enhances the LA Kings ability to custom tailor advertising packages for their partners but is also a way to dynamically enhance what the fans view on the dasher board, transcending traditional techniques."

I.C.G.'s MobileMedia System™ and ViFi Adapter™ work in tandem to enable the wireless digital dasher board, which features three, 40" High Definition LCD Displays in a tiled format. By embracing I.C.G.'s wireless technology, the LA Kings were able to overcome several obstacles found with their legacy steel and plastic dasher board featuring traditional advertising signage or with wired alternatives. By leveraging the inherent ability of I.C.G.'s wireless technology to drastically reduce the project timeline and overall project costs, the Kings were able to have the unit installed and deployed in less than one day, meeting tough scheduling parameters.

"The Los Angeles Kings have taken this step forward with I.C.G. to advance the marketing and promotional offerings with our sponsors," said Luc Robitaille, Kings President of Business Operations. "I.C.G.'s wireless digital signage solution gives us an integrated way to address this priority as well as take our fan experience to the next level. Leveraging I.C.G.'s wireless technology has opened up our ability to custom develop these strategies with our sponsors all while minimizing impact at STAPLES Center."

About I.C.G.

I.C.G. (Internet Connectivity Group, Inc.) was formed in 2004 to create and provide wireless solutions to the enterprise marketplace. With its premiere end-to-end wireless digital signage solution and by aligning with tier one global partners, I.C.G. has created an operating infrastructure and mature distribution channels that will revolutionize the digital signage marketplace. I.C.G.'s unique business model offers a combination of technologies that is revolutionizing the sales and marketing efforts for businesses of all sizes. For more information please visit: www.icginfo.com

About the Los Angeles Kings

For more information about the Los Angeles Kings please visit: www.lakings.com

FOR FURTHER INFORMATION, PLEASE CONTACT:

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