



FOR IMMEDIATE RELEASE

**INTERNET CONNECTIVITY GROUP
EXPANDS GLOBAL EXPERTISE IN WIRELESS DIGITAL SIGNAGE**

*Internet Connectivity Group CEO Kevin B. Howard
Named Expert Panelist for SCREEN Media Mumbai Conference*

March 19, 2008 – Mumbai, India, SCREEN Media Mumbai Conference – I.C.G. CEO Kevin B. Howard has been named as an expert panelist in the upcoming SCREEN Media Conference on the Global Digital Signage Marketplace. As a panelist, Mr. Howard will join other global industry executives and leaders to discuss how digital signage has emerged as a key tool in effective presentation of content to the consumer in the global marketplace.

According to industry research, by 2009 there will be over one million digital signs in North America, with a global digital signage market value estimated to be more than \$14B by 2011. Globally, the growth of digital signage can be marked by key technology indicators that are reflected in the global adoption of wireless broadband data devices, such as PDA phones, the growing demand for wireless broadband data access and the prevalence of public WiFi availability. In all, total industry adoption of digital signage in the last five years was more than 300%, with forward looking rates expected to keep pace.

“As it relates to digital signage, we are closely monitoring the global growth and adoption rate of wireless broadband data usage. India leads world growth in total wireless subscribers, with more than 171 million current subscribers and a projected 500 million plus by 2010,” says Kevin Howard, CEO of I.C.G. “Global infrastructures are being built to handle this expanding wireless broadband data user-base. It is this infrastructure that will facilitate our planned expansion into India and other leading global markets. This is also a key indicator that our wireless digital signage solution should be the default option as our lower total integration and deployment costs are compared with a more costly, low-tech wired solution.” continues Howard.

I.C.G.’s self-contained, turnkey MobileMedia System™ leverages wireless broadband (3G/4G) network for data access and primary content distribution. The MobileMedia System™ bundles a 3G/4G wireless network module, a WiFi router, an integrated media player and hard drive. The second element in the solution is the ViFi Adapter™, which receives the audio/ video content over WiFi from the MobileMedia System™ and connects via a variety of video outputs to virtually any type of display. Supporting all media and content formats, as well as any Windows or Linux-based content management software, I.C.G.’s solution allows digital information to be multicast to numerous displays simultaneously.

“Our industry-first wireless digital signage solution provides true economic advantages for customers operating in these global markets, where integration, regulatory and financial hurdles may still exist,” Howard goes on to explain. “Overall lower cost-of-entry, shortened time to implement and true solution mobility, scalability and versatility will be deciding factors for those looking to implement digital signage solutions within these global markets. The I.C.G. MobileMedia System™ stands ready to address these needs, wherever that customer may be.”

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 premier 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.internetconnectivitygroup.com

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