

Picad Media Launches the World's First Online In-Picture Ad Network at TechCrunch 50.

New York, NY – September 8, 2008 – Picad Media Inc., today introduced the world's first in-picture advertising network at the TechCrunch 50 conference. Over one year in the making and currently in beta, Picad Media provides relevant advertisement across the billions of images found on the Internet. This real estate for picture overlay advertisements is a huge and untouched market.

New Method for Advertisers to Engage their Customers

Picad Media enables advertisers to reach customers through a new pipeline. Advertisers can now link their brands and marketing strategies directly to web images. Unlike many forms of online advertisements that are "forced" upon the visitor and then become ignored, Picad Media's in-picture advertisement is a non-intrusive solution that requires the user to scroll over images in order to see the relevant advertisement. Advertisements are layered on top of images.

"Much of the advertisement market has moved to establish ways to advertise with web 2.0 technologies such as video and viral marketing on social networking sites" said Ray Chan, Chief Technology Officer, Picad Media Inc. "Many have overlooked the value of the billions of images found on the Internet."

Picad Media's advertisement panel allows advertisers to manage flexible budgets, campaigns, and specific advertisements. In addition, advertisers can track and evaluate advertisement performance instantly. Through the use of JavaScript, the advertisement can also work on web images found on a mobile phone.

An Untapped Area of Online Advertisement

Picad Media has created a unique advertising technology that enables publishers to generate untapped revenue from their sites without replacing traditional online advertising networks. Not only are the advertisements more relevant to the consumer's interest, but unlike traditional online advertisements, which are found on the periphery of web pages, Picad Media advertisements are found within the main body of the web page in direct view of the consumer. The technology maximizes existing web pages advertisement space without compromising content integrity. The keyword matching algorithm ensures all advertisements are precisely targeted and relevant.

"We believe the revolution of personalized content on the web such as blogs and social sites has been staggering. With billions of images already uploaded, publishers will now be able to harness substantial revenue from a previously untapped resource" said Kevin Tung, CEO, Picad Media, Inc.

Picad Media's proprietary technology is user friendly allowing for speedy adoption. Through the use of the publisher panel, a web site owner enters basic information about his site, then copies and pastes a script onto the pages he wishes to add advertisements to. Picad Media's technology does the rest. The publisher panel also allows the web site owner to access an Image Manager that provides more granular control over the image functions. He can determine which images have advertisements and he has the option to add more specific keywords to get even more precise advertisements.

About Picad Media, Inc.

Picad Media is the world's first in-picture advertising network. Picad Media provides relevant advertisement across the billions of images found on the Internet. Picad Media was founded in 2007 and is located in New York, New York. For more information about Picad Media, visit www.picadmedia.com.

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