



News Release
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NEW INTERNATIONAL BOARD FOR ELODA, THE ADVERTISING INDUSTRY'S INDEPENDENT THIRD PARTY

Montreal, January 17, 2007 – Mr. Bernard Allaire, chairman of the Board of Eloda Corporation («Eloda») (TSX-V:ELA), is pleased to announce that six new members have joined the company's Board of Directors. These high-caliber individuals from Canada, the United States and Europe, bring to Eloda their expertise in finance, marketing and communications, as well as commercial law.

- **Mr. John Bernbach**, co-founder of international communications and marketing giant **Omnicom Group**, and founding president of New York-based **NTM (Not Traditional Media) Inc.**;
- **Dr. Sadok Besrouer**, founder of the "**Dr. Sadok Besrouer Chair**," one of the leading family medicine research chairs in Canada;
- **Mr. Jérôme Cave**, chief executive officer of a holding company involved in the real estate, industrial and hotel industries in Europe and South America;
- **Mr. François Duffar**, president of **Cossette Communication Group**, the largest marketing and communication firm in Canada and the 25th largest worldwide;
- **Mr. Philippe Mailfait**, business investment consultant and president of the European investment firm **CapitalAria**; and
- **Mr. Sébastien Vézina**, lawyer specializing in business law with the firm **Lavery, de Billy** of Montreal.

Mr. Jean Charles Dupuis, CEO and co-founder of Eloda is very pleased with these new appointments. "Without a doubt Eloda will greatly benefit from having a largely independent Board with such prominent members. These directors bring exceptional skills and experience that are relevant to our expansion plan into the US market."

"As the advertising industry's independent third party, Eloda is committed to setting the highest standards of accuracy and excellence. The fact that such high profile directors are joining our Board today is in line with that commitment," declared Jean-François Pouliot, Eloda's president and co-founder.

The new members will be joining the existing team composed of:

- *Mr. Bernard Allaire*, chairman of the Board of the Corporation, founder and president of Lewis Capital, a private merchant bank;
- *Mr. Jean-François Pouliot*, president of Eloda;
- *Mr. Jean Charles Dupuis*, CEO of Eloda;
- *Mr. François Descarie*, president and founder of Ipsos Descarie.

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About Eloda

Eloda is an independent third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. Using a direct-from-satellite advertising monitoring technology coupled with its patented AdDNA™ technology, Eloda is the first company to offer a new generation of capture-and-index tools that do not require pre-encoding. Eloda now employs 35 people. The company's head office is located in Montreal, with business locations in Toronto and New York. The securities of Eloda Corporation are listed and posted for trading on the TSX Venture Exchange under the symbol ELA.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

Eloda Corporation

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