



**News Release
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**ELODA HIRES STANLEY KATZ AS
VICE PRESIDENT, U.S. OPERATIONS AND TECHNOLOGY;
OPENS U.S. OPERATIONS CENTER**

NEW YORK, March 12, 2007 – Eloda Corporation («**Eloda**») (TSX-V:ELA), an emerging North American leader in advertising monitoring and verification, said today it has hired Stanley Katz as Vice President, US Operations and Technology. In a related announcement, Eloda said it has opened its U.S. Operations Center, and that Mr. Katz's responsibilities will include overseeing the company's operational expansion into the U.S to support its TV advertising proof-of-performance service to advertisers.

Mr. Katz has extensive operations experience and most recently ran his own consulting firm, SMK Associates Inc., which provides management services to clients. He has worked for companies in a variety of industries, including airline operations, automotive manufacturing, banking, e-commerce, financial institutions, government agencies, insurance, publishing and telecommunications. Clients and employers have included Visa International, Canadian Imperial Bank of Commerce, Freddie Mac, Diebold Election Systems, Bell Canada and IMG Interactive Media Group.

Eloda's new U.S. operations center is located at 140 Littleton Road, in Parsippany, New Jersey and will house its U.S. network operations, client services and IT management functions.

About Eloda Corporation

Eloda Corporation 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-index-verify applications that do not require pre-encoding. The company is headquartered in Montreal, with offices in Toronto, New York and Chicago and a client services and technical support office in Parsippany, New Jersey. Eloda Corporation's securities are traded 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.

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