



News Release
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**ELODA CORPORATION ANNOUNCES ITS RESULTS
FOR THE SECOND QUARTER OF 2008**

Montreal, August 28, 2008 – Eloda Corporation (“**Eloda**” or the “**Company**”) (TSX-V: ELA) today announced its results for the second quarter ended June 30, 2008.

The Company realized revenues of \$84,534 for the second quarter ended June 30, 2008, an increase from revenues of \$62,496 for the same quarter in the previous fiscal year.

Net loss totalled \$1,197,512 or \$0.02 per share for the three-month period ended June 30, 2008, against a loss of \$1,809,388 or \$0.03 per share for the same period in 2007, a 34% reduction. The decreased loss is primarily associated with a reduction of general, sales and operational costs and the net result of the fluctuation of some non cash expenses such as stock based compensation and the accretion in carrying value of long term debt.

| | Three-month period ended June 30, | | Six-month period ended June 30, | |
|----------------------------------|--------------------------------------|-------------|------------------------------------|-------------|
| | 2008 | 2007 | 2008 | 2007 |
| | \$ | \$ | \$ | \$ |
| Revenues | 84,534 | 62,496 | 157,729 | 135,094 |
| Loss | (1,197,512) | (1,809,388) | (2,306,536) | (4,440,308) |
| Basic and diluted loss per share | (0.02) | (0.03) | (0.03) | (0.06) |
| Total assets | 1,380,929 | 2,206,724 | 1,380,929 | 2,206,724 |
| Long term liabilities | 3,938,598 | 189,057 | 3,938,598 | 189,057 |

Highlights

" During the second quarter of 2008, we continued our efforts to reinforce our leadership and deployed Eloda Protocol in three trials with major advertisers and media buying agencies in the U.S. and Canada. Results have been very positive up to now and so we are building on this momentum to increase awareness on the issue of TV ad broadcast verification and the solutions we offer to resolve it," said François Rainville, President and CEO of Eloda.

About Eloda Corporation

Eloda Corporation (TSX-V:ELA) is a third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. The company is headquartered in Montreal, with an office in New York City. For more information, visit www.eloda.com.

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

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