



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

**Montreal, November 19, 2008** – Eloda Corporation (“**Eloda**” or the “**Company**”) (TSX-V: ELA) today announced its results for the third quarter ended September 30, 2008.

The Company realized revenues of \$69,730 for the third quarter ended September 30, 2008, an increase of 9% from revenues of \$63,759 recorded in the same quarter in fiscal year 2007.

Net loss totalled \$1,103,894 or \$0.01 per share for the three-month period ended September 30, 2008, against a loss of \$2,007,038 or \$0.03 per share for the same period in 2007, a 45% reduction. The decreased loss is primarily associated with non cash expenses such as stock based compensation and a reduction of research and development costs.

	Three-month period ended September 30,		Nine-month period ended September 30,	
	2008	2007	2008	2007
	\$	\$	\$	\$
Revenues	69,730	63,759	227,459	198,853
Loss	(1,103,894)	(2,007,038)	(3,410,428)	(6,447,350)
Basic and diluted loss per share	(0.01)	(0.03)	(0.05)	(0.09)
Total assets	1,001,351	3,445,175	1,001,351	3,445,175
Long term liabilities	4,313,032	2,216,038	4,313,032	2,216,038

**Highlights**

"During the third quarter of 2008, we piloted our technology, Eloda Protocol, with a leading U.S. packaged goods company in the 27 largest U.S. territories. Results have been in line with our expectations of the market discrepancy levels. With the product having been tested with a large advertiser and its agency, we are now in a position to present our offering to the U.S. market. This is a significant stepping stone for Eloda," 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](http://www.eloda.com).

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

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