



Campbell Soup putting Eloda Protocol to the test

Montreal, New-York - June 23, 2008 — Eloda Corporation announced today that Campbell Soup of Camden, New Jersey, has contracted for a pilot project with Eloda to test Eloda Protocol, the company's TV ad discrepancy management platform on Campbell Soup ad campaigns. The project will be carried out with the collaboration of Campbell Soup's media buying agency, Mediaedge: CIA of New York.

"Companies such as Campbell's spend millions of dollars each year in TV advertising, and require full, faultless execution of their ad campaigns," said François Rainville, President and CEO of Eloda Corporation. "The Protocol tool we are now offering allows the advertiser's agency to manage its ad campaign and react quickly during the campaign, so no value is lost."

Instead of keeping verification and make-good processes until the end of an ad campaign, Eloda Protocol tracks the ad broadcast through a user-friendly web-based dashboard allowing the agency to request make-goods as the campaign unfolds, rather than at the end of it. Campbell will benefit from having real-time information that will help them and their agency take in-flight action on the execution of their campaigns, ensuring full delivery of the campaign as intended. The Eloda solution will reinforce Campbell's and Mediaedge's existing procedures for advertising expenditure control.

Eloda Protocol provides advertisers and media buyers with a web-based interface that allows real-time tracking of their ad broadcasts, enabling real-time management of any reported discrepancy for minute-to-minute full-delivery compliance of their contracted commercials throughout their ad campaigns.

#####

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.

- 30 -

From: Eloda Corporation
Montreal, Qc, Canada / New York, NY