



**News Release  
Immediate Distribution**

## **ELODA GETS APPROVAL TO SELL ASSETS**

**Montreal, October 7, 2009** – Eloda Corporation ("**Eloda**" or the "**Company**") (TSX-V: ELA) announces that a group of international private investors will acquire the assets of the Company.

Today, Eloda received the necessary court approval to finalize the transaction.

The Company will pursue its operations and commercial activities in the North American market under the Eloda brand. All of its employees will continue delivering the most advanced and sophisticated live ad verification and competitive intelligence services in North America.

"The ad verification and competitive intelligence market is emerging worldwide. With this transaction, Eloda has secured the required means to continue deploying and evolving its products and services." : said François Rainville, CEO and President of Eloda.

Closing of the transaction is expected to occur no later than Friday October 9, 2009.

### **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. For more information, visit [www.eloda.com](http://www.eloda.com).

*Neither TSX Venture Exchange nor its Regulation services provider accepts responsibility for the adequacy or accuracy of this release.*

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