



News Release
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ELODA CORPORATION OPENS CHICAGO OFFICE

Montreal, February 2, 2007 – Eloda Corporation («**Eloda**») (TSX-V:ELA), the independent third party serving North America’s advertising industry, announced today an expansion of its U.S. market and service coverage, through the opening of a Chicago office.

Donna LeVine, Eloda’s Regional Sales Associate for the Midwest and responsible for the Chicago office, said, “The addition of a Chicago presence allows us to better serve Midwest corporate clients. We look forward to building productive relationships with advertisers and their agencies that are based here, assisting them in managing, and receiving maximum value for their media buys”.

About Eloda

Eloda 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-and-index tools for proof-of-performance validation that do not require pre-encoding. Eloda now employs 35 people. The company is headquartered in Montreal, with offices in Toronto, New York and Chicago. 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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Eloda Corporation

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