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## **COSSETTE COMMUNICATION GROUP RENEWS ITS SERVICE AGREEMENT WITH ELODA FOR A THIRD YEAR**

**Montreal, January 25, 2007** – Eloda Corporation («**Eloda**») (TSX-V:ELA), the independent third party serving North America’s advertising industry, is proud to announce that Cossette Communication Group has renewed its contract for advertising intelligence services for a third year.

“Our ad database has become the reference for ad agencies”, said Jean Charles Dupuis, CEO of Eloda. “We provide simple and effective tools which allow agencies to remain up-to-date on their clients’ competitors’ ad activity. Our tools can also help them prepare for sales pitch”, he added.

### **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 that do not require pre-encoding. Eloda now employs 35 people. The company’s head office is located in Montreal, with business locations in Toronto and New York. 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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