



**For Immediate Distribution**

### **Eloda Goes International with TPS**

Montreal/New York, April 14, 2008 — Eloda Corporation (TSX-V:ELA) announced today that it has reached an agreement with Talent Payment Services (TPS) and its network of global associates to pilot Eloda Protocol for state-of-the-art monitoring and management of their clients' TV advertising campaigns. The project will be conducted with a range of global advertisers in four territories: UK, UAE/Middle East, Australia & South Africa.

“There is unquestionably a massive demand for ad campaign verification and discrepancy management in all four global regions and with Eloda Protocol we have the ideal instrument for local advertisers, agencies and media companies to manage all aspects of it themselves with real, live, factual data at their fingertips” said Justin Kramer, President of TPS Inc. “Similarly to each of our local partners in this venture who are made up primarily of leading local media owners & entrepreneurs, we are all working daily with agencies and advertisers whose demand for ROI, measurement and accountability are each more of a priority than ever before. As such we are all continually looking for innovative solutions to simplify and improve various elements of the production process and associated media cycle for all our clients”.

Eloda Protocol provides advertisers and media buyers with a web-based interface that allows real-time tracking of their ad broadcasts, enabling instantaneous management of any reported discrepancy for minute-to-minute full-delivery compliance of their contracted commercials throughout the campaign. “In other words,” explained François Rainville, President and CEO of Eloda Corporation, “with Eloda Protocol, advertisers through agencies finally have full control of their media campaign execution, and can verify for themselves whether they’re actually getting the ad broadcasting they purchased.”

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#### **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).

#### **About Talent Payment Services**

Since 1972, Talent Payment Services has been servicing the Canadian advertising and production industry by offering a complete, end-to-end solution for the talent component of their productions. TPS has the expertise, leading edge proprietary technology, infrastructure and systems in place to handle the entire process. Respected for their

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exceptional customer service, TPS is continually looking for innovative and creative solutions to simplify the production process for their clients. For more information, visit [www.talentpayment.com](http://www.talentpayment.com).

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

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